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72 PAGES

RADIO NAMES' B'WAY JINX

Injunction Halts Tree-Top Baseball Eavesdropping in Southern Towns

Birmingham, May 14.

Tree-top broadcasting of home baseball games is up a tree in two southern cities, Birmingham and Little Rock. Last week a temporary injunction was granted the Birmingham Baseball Association against WSGN peeping over the fence at Rickwood and calling the plays. A similar injunction is pending in Little Rock.

Steve Cislser, manager of WSGN, leased a plot of land across the railroad tracks from the local park and had the lease recorded for legal reasons. He then built a little house 45 feet up in the air in a tree on his property. Three men succeeded in calling one game but the next day's broadcast was interrupted by legal proceedings.

Broadcasting of home games by stations is prohibited by the Southern League, one of the strongest minor leagues in baseball.

Cislser said he would not have attempted to broadcast these home games had the station not been discriminated against in selecting an outlet for broadcast. Road games WBRB with Bull Conner announcing has broadcast these games for several years. The time is bought by a local furniture store.

Gov't Skeptical on Shoestring Summer Stocks—And Probing

U. S. Department of Justice is reported investigating summer stock promoters. Government's look over, from account, is not aimed at established stock companies but the numerous shoestring outfits.

Shoestringers are understood, through complaints to the charged hopeful amateurs \$200 for the privilege of participating in the summer shows in converted stables, country churches, etc. In return they are promised small bits in the shows, plus \$5 a week, room and board. Report is that some troupes don't even pay back the weekly \$5, but permit the actors to keep the proceeds from any tickets they're able to sell.

Government investigation is believed on a basis of interstate transportation of actors and also as to any mail fraud angles.

21-Year Legit Actress' Paramount Film Debut

Hollywood, May 14.

Charlotte Granville, 21-year-old legit actress, gets in tomorrow (Tuesday) from New York under contract to Paramount. She is set for a character part in 'You Belong to Me' the Carole Lombard film. Pauline Lord is due May 21 to have the lead in the same studio's 'Mrs. Wiggs of the Cabbage Patch.'

Young Fan

In one of New York's public school kindergarten classes the teacher asked a four-year-old lad what month comes after May?

Answer: 'West.'

ALL-COLORED GRAND OP FOR N. Y.

Colored grand opera at \$1 top is slated for June debut in New York, either at Mecca Temple in Manhattan or the Academy of Music, Brooklyn. Peter Creatore, son of the bandmaster, is impresario.

Creatore has all the prominent Negro singers lined up. 'Emperor Jones' with Jules Bledsoe in the title role will tee off the summer opera venture. Abbie Mitchell, soprano; Todd Duncan, barytone; Carl Dito and Alexander Gatewood, are among the more prominent race singers slated for roles.

Negro novelty called 'Kyunkunkor', which opened at the Unity, a little theatre on East 23d street, last week, is slated to be moved to Broadway. Performance, which is a combination of African tribal customs and native ballet, attracted attention following a rave notice in a New York daily, and late last week the show, attended by uptown intelligentsia, was a turnaway. House has less than 200 seats. First priced at 35c the 'top' was lifted to 50c after the premiere.

First offer from Broadway failed to click because the show's sponsors asked for \$2,500 weekly as a guarantee for the company. There are 22 persons in the show. All the men are from Africa and cannot speak English, with the exception of Asa-dora Dadora, teacher and lecturer. Female contingent is said to have been recruited from Harlem.

'Native African Opera' is the billing. There is some story continuity, scene being that of a village where young girls, approximately 12 years of age, are trained for marriage. Dadora is said to be an authority on primitive African art and is known abroad as a lecturer on that subject. He also has similarly appeared in schools over here. He also sometimes uses the name of Horton and hails from Sierra Leone, according to the program.

'Kyunkunkor' is interpreted to mean 'witch woman.'

DON'T RATE AS TIMES SQ. DRAWS

Air Acts Which Kill 'Em Out of Town No Sock on New York's Main St.—Most OK in Nabs but Just Don't Smash in Downtown Theatres

WHY?

roadway jinx which pursues all radio names on theatre dates has yet to be shaken off. It was generally expected that the bugaboo's perfect record would be shattered by Joe Penner at Loew's State recently, but the house lost money on the deal, adding one more to the Broadway jinx's consecutive kayo record.

Air turns that mop up out of town have had their troubles on the big street. Some have made pretty good showings on first Broadway engagements, only to broil on return trips, but none established any marks for other acts to shoot at. At best they caused, above normal grosses, but usually the cost was excessive as against the increase in gross.

Penner's week at the State was a (Continued on page 32)

LANDI LANDS WRONG FOOT

Washington, May 14.

Whether Elisa Landi can evade a penalty for alleged violation of customs laws by paying \$350 in settlement of a claim remained undecided today as Treasury officials awaited further reports from the Coast concerning her importation of a group of left-foot shoes and gloves.

Accused of having brought in single shoes as samples and later of having obtained the mates by similar ingenuity, Miss Landi offered to compromise by paying \$350 which was agreeable to Los Angeles officials. Higher-ups here insisted that the matter be probed further with the possibility that legal action will be instituted if Customs Bureau bosses feel the case is too flagrant to be dropped quietly.

CANOE BEST

Minneapolis, May 14.

Endeavoring to stimulate the rental of canoe racks at the local lakes, Charles E. Doell, park board secretary, is advertising the alleged fact that canoes have a decided advantage over automobiles as places in which to spoon.

Hearn's F&M Show, Professionally Handled, May Start Store Circuit

Mammy 'Ginny

Mother's Day inspired a Times Square liquor shop to place Whistler's classic painting 'My Mother,' in a window. Slogan under the display read, 'An ideal gift for Mother.'

First time that a department store show was booked and handled by regular show people was last week, when Hearn's, 14th street, booked an all-colored unit through Fanchon & Marco. Thus department store vaudeville, oft talked about in and outside the trade, has become a fact. Unit headed by Adelaide Hall was in for a full week which began Monday (7) and closed Saturday (12).

Department store idea may grow. Fanchon & Marco is in contact, through other stores, for follow-ups and a department store circuit of vaude by show people handlers looks in the making.

In addition to Miss Hall, the unit at Hearn's carried an 8-piece band, Leon Johnson's Mississippi Merri-makers; El Brown, male impersonator; 3 Tan Tappers and 5 Clouds of Joy. Also a line of 6 girls.

Hearn's, in taking the unit, is understood to have paid a regular flat fee. That's same as theatres, except that Hearn's offered the show free to customers.

When caught the oblong shaped room where the performance was held was filled beyond capacity. Maybe around 400 people watching the show, including about 100 standees, mostly women and kids. Understood that the s.r.o. thing was evident the entire week.

Hearn's advertised it daily and even billed the talent in ads, thus giving the experiment a real try-out. Show played twice daily, at 11:30 and at 3:30.

On Thursday (10) two additional players were added. Unbilled, but looked like a couple of white lads.

(Continued on page 65)

SEMI-PRO NEWS SHOTS FOR NEWSREEL THEATRE

Figuring that he can beat the newsreels at their own game, Francis Carter Wood, Jr., son of a prominent New York surgeon who has a financial interest in the present operation of the Embassy theatre on Broadway, is organizing several Columbia University alumni to go out in the field on their own and bring some real scoops to the Emb screen.

While at Columbia young Wood became acquainted with the camera. He is convinced that he can take 1,000 feet of negative and bring back one of the most complete coverages of his football game. From his own experiences professional real editors who send a couple of crews to the field and let them shoot up 5,000 feet of raw stock are out of their heads.

Right now Wood spends all his time in the theatre, politely but non-holding many of the attendees for first person reactions as to the show.

'CLEAN' CONEY SEES TOUGH SUMMER

Coney Island is set for the toughest and cleanest season of its career. Showmen there do not know what to expect, but figure they've got a hard fight on their hands. On order of License Commissioner Paul Moss, all ballyhoo is out, shows within shows have been done away with, prices must be clearly stated in front of all shows, and gambling devices will disappear.

Luna Park, biggest concession in Coney for years, will not open. It's in the hands of receivers who have decided not to bother. The Luna Park sky ride and swimming pool will operate as separate concessions.

Fusion administration has ordered strict covering up on the Island, with the concessionaires having promised police they'll carry through on orders. What the amusement park will be without ballyhoo and without being permitted to charge more than one admission for any concession is puzzling them.

Plenty of open space available for stands and stores, with a lot of the boys leary of investing much and a goodly number hopping off to Chicago and points west.

IT'S BACK!

Watch Your Kisser—Here Comes That Swi

The swinging door coming back!

Following the new bill passed by the New York Legislature and signed by Gov. Lehman, permitting absorption of grog of any grade at bars, some of the nervier spots in the Times Square area have put in the doors that cut the semi-circle.

It's the nearest approach to the atmosphere of another day. But gone forever. It is deemed, are the fronts that made saloons look like saloons.

Those Who Think You're Lousey Help Your Publicity, Sez George Burns

By CECILIA AGER

George Burns, all-around champion dapper-inner to pictures, vaude, radio and picture houses, and the boy sage of show biz, has a theory about the frequency of a performer's appearances before his public. It goes like this, and it's as true for one branch of show biz as another: for the fundamental principles of show biz apply in all its fields: 'It doesn't matter how many pictures you make a year—if they're good. Just as it does not matter how long a consecutive time you're on the air—if you're good.'

The fellow who makes one picture a year—he's scared to death to make more. It's like vaude; if you can get off the stage, you've got an act. Anybody can get on—it's getting off that's the trick. Well, this fellow who's frightened to make more than one picture a year—his last picture was his forte exit. That one he knows was okay, but if he goes on again—he can get off? That's what worries him, he keeps on going, and again, more often. But the fellow who's got something that always gets him off the stage big, he doesn't have to worry, he can go on whenever he likes. Zaou Pitts makes a million pictures a year, and they keep right on loving him. She gets off again, more often.

Gracie Allen, sitting listening all buried up in a big chair, nodded her head, said, 'That's right, George.'

So Mr. Burns, who's deeply fond of show biz and doesn't mind talking about it, went on.

'They're awfully nice to you in Hollywood,' Mr. Burns said. 'They came to me after "Many Happy Returns" was finished and they said to me, "Mr. Burns, do you mind if we bill Guy Lombardo above you?" So I answered, "Look in our contract, is there anything about billing?" "No, who's above isn't," they said. "That's our answer," I said. I've always held, don't worry about your billing. It doesn't matter how big it is, how little. It's the people in the theatre that bill you; they award you the right size. It's hard to eat billing when you're hungry.'

'Yes, isn't it,' said Miss Gracie Allen politely.

'It's a funny thing,' Mr. Burns reflected. 'You feel a good picture while you're making it. You feel a good broadcast too.'

Heidi Raps

'Radio,' he said, 'is a good thing in radio if everybody doesn't like you. If everybody does like you, then there's no comment. They listen; when the program's over they say, "I like so-and-so." The other fellow says, "I like him too." So that's all, they're finished talking about so-and-so, they go on something else. So-and-so's dismissed in a minute. But if everybody doesn't like you, someone says he does, someone else shouts you're lousey, there's a fight, and the argument goes on for hours. For hours they're talking about you, the audience adapts you in radio. You're invited in to dinner, you eat with the family. They're proud of you, when you're good, and they apologize for you if you're bad.'

'Yes, I think it's terribly sweet of them to write to you when you've been bad, just as when you're good, they do when you're good,' said Miss Gracie Allen.

'Ever since we started, at the Hill Street in Newark,' Mr. Burns explained, in response to some remark about sponsor interference, 'we've never had any trouble, we've never made any complaints—we didn't know the people well enough to have trouble. We didn't know the theatre managers, we minded our own business, we got along. It's a nice thing not to know anybody, in the business end of your business. You can't argue with a man you don't know.'

'A man you don't know can't telephone you and say, "George, I want you to do me a favor, George. George, will you please take a cut,"' Miss Gracie Allen helpfully.

'We know actors—that's all,' said Mr. Burns, content.

The Jefferson is closed. The Burns and Allen household has been, meanwhile, slowly filling with interviewers. 'Publicity,' said Mr. Burns, while hospitably setting out glasses. 'The natural way is the best way. I always remember something Eddie Cantor said to us in our dressing room at the Palace. "George," he said, "let that import-

'TAXI' SCRIPT DISPUTE

WCAU This Story

Philadelphia, May 14.

WCAU is burning at alleged similarity between the new Max Baer network series for Goodrich Rubber and the local Philly show, 'Taxi Meter Listens,' is too pronounced to be just coincidental.

WCAU program, scripted by Arthur Bryan who also handles the CBS 'Bill and Ginger' show, has been running here for months. Show is based on what the cab driver hears in his rounds about the city. Station adds that even the opening sound effect of a taxi meter was thefted.

METRO'S COAST ETHER PLUGS; STUDIO CHORE

Hollywood, May 14.

Metro has inaugurated a regular weekly 15-minute program over KMPC, Beverly Hills, with the idea of plugging its pictures and personalities locally with an air character column plus occasional appearance before the mike of contract celebs.

Ernest Van Pelt, in charge of Metro's radio department, is spinning the news staff. Also planned to use are records from sound tracks of Metro pictures.

TRADEWAYS REPORT DELAYS 711 MOVE

Transfer of the NBC Artists Service back to 711 Fifth Avenue from Radio City has been deferred until Tradeways, Inc., has submitted its report on the bureau. Tradeways spent a couple months giving the bureau's talent booking office an efficiency going over, observing the duties of each member of the bureau's staff and how the operations of the service interlocked with other departments in the organization.

Moving of RCA Victor into the Fifth Avenue quarters abandoned by NBC has been held up because of complications developed by the film recording phase of the Victor enterprises. Found to be in the way was the city ordinance pertaining to the storage of raw film stock.

CBS Sends Announcer Along for Naval Revue

Washington, May 14.

Fact that the U. S. fleet won't stop between Cuba and N. Y. will give Ted Church, CBS special events boss in Capital, a 10-day trip on high seas. Ned is sending him aboard the U. S. S. Lexington in Cuba to sail up the coast, and be on hand for a description of the review May 31.

Church will leave here May 20 accompanied by Earle Merryman, engineer. P. J. Trout, CBS presidential announcer, will accompany Roosevelt up to the day of review.

ant that you're news.' When we had the Gracie Allen's brother gas, people used to ask us who was working on it for us. Nobody did. It was natural, and it grew. Let your work publicize you. We try to be a little better next week than this. My friends see me coming, dodge quick. 'Here's that Burns guy,' they whisper. 'He wants to tell a joke.' I drive them nuts, telling jokes, but I'm really breaking in gags. The Jefferson theatre's closed.'

Soon Burns and Allen are going to Europe for a vacation. Miss Allen wants to see Italy, and then they're going to London. Miss Allen's shopping for a beautiful stage dress. A stage dress? 'Well,' Mr. Burns confessed, 'we're going to play a week at the Palladium. We'd feel guilty if we went into London and didn't play a week.'

NBC Survey Complete

Results of the nationwide survey taken for NBC to determine when the various members of a radio family are home and what they do while around the house are in process of tabulation. Covered by the inquiry were 38 cities. Bill for the job will come to \$20,000.

REDISTRIBUTION URGED BY WLWL

Washington, May 14.

Dispute over allocation of broadcast frequencies to educational and welfare groups, an issue which has precipitated major strife in the Senate, was laid directly before the House Interstate Commerce Committee last week as efforts to perfect the Dill-Rayburn communications control legislation were speeded up.

Proposal to revoke all licenses and redistribute facilities so that non-profit stations would receive 25% of all assignments was presented by Rev. John B. Harney of New York, Superior General of the Paulist Fathers, operators of station WLWL. Father Harney complained that under the present system church, educational, labor and welfare groups receive no opportunity to conduct their work by means of broadcasts.

Although assailed by the American Telephone and Telegraph Co. as too far-reaching and dictatorial, the Rayburn bill—minus most of the objectionable features of the Dill measure—received the qualified endorsement of the National Association of Broadcasters when Henry A. Bellows, CBS vice-president and chairman of the NAB legislative committee, urged passage in virtually the present form and opposed the Paulist Fathers' proposal as confiscatory and impractical.

NBC'S SALES BUILDUP PAMPHLET IN WASH.

Washington, May 14.

Inaugurating a campaign to build up local sponsored programs to replace coin lost by gradual stuffing off of night spot stuff, the NBC commercial office is getting results out of a new four-page weekly pamphlet sent to 600 advertisers, prospects and agencies.

Sheet carries week's programs, with open time or programs available set off by asterisks. Front page lead carries a banner yarn ballyhooing two local NBC stations, WRG and WMAL. Left-hand column uses pic of current advertiser and a signed article which tells why John Zilch is on air and what success he has gotten out of it. Latter is the kind of testimonial the boys have been trying to get for years and clients fall for getting into print in a big way.

Policy of carrying a story on every new account signed has so intrigued advertisers that most of them follow a decision to go on station with 'Do I get a piece in the bulletin?'

NAB Meets Sept. 10

Executive board of the National Association of Broadcasters on Monday (14) named Cincinnati as the spot for this year's meeting of the membership.

Convention will open Sept. 10 and continue through the 12th.

Bengstons to Europe

Denver, May 14.

Mr. and Mrs. Elmer L. Bengston, of KILZ, have left for a six weeks' trip abroad. They are currently in New York in conferences at Columbia.

Mr. Bengston's son, George 'Sonny' Reynolds, is accompanying them on the trip. They will land at Naples, and visit Italy, Switzerland, France and England. They will inspect every radio station possible, gathering ideas for KILZ. Art Wootch, announcer, will sub for Mrs. Bengston as program director.

Air Line News

By Nellie Revell

WGY is a school for announcers. The Schenectady station has given Clyde Kittell, James Wallington and Frank Singler to NBC; it gave Louis Dean, now with an advertising agency, to Columbia; Warren Munson to WDRG, Hartford; Roland Bradley to WBVD, New York; and L. J. Barnes to WLW, Cincinnati; William Ray to WHAM, Rochester; Lewis Avery to the Buffalo Broadcasting Company.

Scrambled Notes

WOR has applied to Washington for a facsimile transmitting license. Dick Leibert and Mary Cortland start a commercial for Ludden's coughdrops in the fall. 'Your Lover', now a sustaining on WOR, will be brought to the air three times weekly over the NBC-WFAP network by Hines Ambrosia. Lillian Carman, another Al Seigel protegee, auditioned for NBC. Ethel Osterhout, member of the program department of WGY since 1924, is leaving to become the bride of Karl Hoffman, chief engineer of the Buffalo Broadcasting Company. Mr. Hoffman was formerly a member of the technical staff of WGY. The Dramatic Guild goes off the air for one performance May 24.

Short Shots

Irene Taylor returns to New York on the 20th, opening at Loew's Orpheum on the 22nd. George Hall will take his Hotel Taft orchestra on a three weeks' vaudeville tour of one-night stands in the South, beginning June 4. Camel cigarettes are due to leave the air June 5. Teddy Bergman is rehearsing for a humorous Chinese character who speaks pidgin English, for a forthcoming broadcast. WGY, Schenectady, is originating 45 programs monthly for the NBC-WFAP network. Ben Alley, who started on the Dill Tobacco show last Friday, is in line for a CBS evening commercial. Alley is still heard over CBS three mornings each week. Jay Seymour of NBC continuity department is in Flower Hospital. Lester Edwards is now with the Jay Faggen publicity corps. Earl Ferris will be married in July. Jerry Cooper has been signed as a CBS tenor and will be heard on his own programs. Grace Hayes has made her 18-year-old son part of her vaudeville act and will shortly present him on her NBC sustaining program. James Blakeley, who just went to Hollywood for Columbia pictures, formerly was with CBS in the publicity department. Vic Irwin and his Movie-land orchestra will premiere at Longue Vue, Hastings-on-Hudson, with a CBS wire, May 25. Zeke and Ezra have a new 'Pappy' in their act, the former 'Pappy' got homesick and left for California, where he was formerly an extra on a movie lot and before that a stock actor but never was a hill billy.

Jack Arthur's sponsor for his Wednesday commercial over WFAA has taken another period. On Thursdays over WJZ to cover both networks, Arthur is signed to WOR, but all of his commercials are over NBC. The fact that the Ipana Troubadours have been measured for uniforms is a sure sign of renewal of contract that was up May 12. Play Boys, three-piece team, are to be the nucleus of an orchestra under the direction of Felix Bernard that is to replace Vallee at the Hollywood restaurant. Palmolive show totals well over 100 artists. Harry Salter soon to leave the Hudson Vocalion show. Al Bernard, the NBC minstrel man, is in his 92nd week on an NBC network. Jerome Kern leaves for a six-week vacation of fishing, after which he will come back to make his air debut.

Stand By

James Montgomery Flagg spent several days in the NBC studios recently preparing sketches of artists for the coming issue of Cosmopolitan Magazine. The pictures are now on display in the concourse of the RCA Building. Bud Fisher and his orchestra, playing nightly from the Tio Club of the Park Central Hotel with a WOR wire, have had their contract renewed at the club until September. Herman Timberg is under the management of Rockwell O'Keefe. Olive White, manager for Lanny Ross, has formed a partnership with Mark Hanna and opened offices. Stuart Eggleston is leaving his present position to become affiliated with Rockwell O'Keefe. Four Eton Boys just signed for a new steamship summer commercial via CBS. The Yacht Club Boys are playing in Galveston, Texas, and go to the Coast from there. Announcers David Ross, Paul Douglas, Kenneth Roberts, Andre Baruch, and Harry von Zell, all of CBS, will be seen as well as heard in a short play to be filmed at the Paramount Long Island studios. Doris Fisher, daughter of the songwriter, Fred Fisher, signed to sing and play the piano for Harold Stern. Leon Belasco's homecoming was delayed, but he gets in on the Paris today (Tuesday). Starting June 1, Big Freddy Miller goes commercial for a shaving cream firm with three afternoon spots a week over the NBC red network.

Just Gossip

Charley Born, radio pianist, is to be Irene Taylor's accompanist when she goes on the road. Paul Whiteman's new 'Mystery Sings' Norman Lawlor, is a nephew of Governor Hiram C. Blackwood of South Carolina. Morton Downey is slated for the Chez Paree in Chicago. Martha Meara is making a film test this week for RKO Pictures. East and Dumke, the Sisters of the Skillet, will stay on the air for Tastyest all summer. Jeannie Lang may land a mistress of ceremonies-songstress job at a large Chicago hotel spot for the duration of the World's Fair. Bennett Larson, the Katz agency man, is to handle the Ex-Lax account at CBS. Gene Marvey, WMCA tenor, goes into the Valencia theatre next week. NBC and CBS are both angling for the wire in the new Billy Rose music hall. Joe Haymes plays an engagement in Montreal May 15 as Buddy Rogers orchestra.

Short Notes

Walter Samuels, one of the Play Boys, is writing all of the music for Bobby Sanford's summer revue. Norma Talmadge retired from the screen when sound came in. Yet, according to advices from Columbia, she and George Jessel begin a new CBS sustaining on June 3. Thea Salsberg, in charge of WOR copyright department, has just returned from a minor operation. Alka Seltzer has renewed its contract with WOR for ten more weeks.

Cantor's New Scribbler

Hollywood, May 14.

Walter Schmidt, on the New Yorker staff, is writing material for Eddie Cantor's radio broadcasts to be resumed in the fall. Schmidt came here as a junior writer with Hal Roach.

MRS. LINN EXPO P.A.

Chicago, May 14.

Martha Linn has been appointed chief p.a. for two World's Fair attractions, the 'Streets of Shanghai' and the 'Dutch Village'. Mrs. Linn was previously associated with the Lord and Thomas agency.

CBS REVIVING BAND OFFICE IN CHICAGO

CBS Artists Bureau has added two men to its staff of band bookers in the New York office as the latest step taken by the network to expand its orchestra selling operations. Ralph Wonders, the bureau's manager, is slated to visit Chicago soon with a view of re-establishing a band booking office. Two newcomers to the CBS band department here are Tom Martin and Bruce Powell. Formerly operated his own band booking business, while Powell once worked for RKO.

LINING UP AGAINST WLW

Engineers Strike, Picket WGAR; Patt Gets Injunction Vs. Union

Cleveland, May 14. Strike of studio engineers at WGAR, Cleveland subsidiary of NBC, for wage increase ran into a dead-lock when Manager John F. Patt went to court and got an injunction stopping local reps of Electrical Workers Union from picketing obstructively the station's transmitting plant.

Situation became acute, according to Patt, when more than 20 pickets bottled up two engineers in the plant and refused to allow anybody to get in or leave it. At the same time six other engineers did a walk-out unexpectedly, forcing the station off the air for nearly two noon hours. Judge ruled that orderly picketing would be permitted, so union men are still on duty surrounding place.

Union engineers' fight against WGAR began five months ago and no settlement is in sight yet. According to H. J. Eufe, business agent for organization, they are asking for a wage scale of \$45 a week for engineers of one year's experience, \$50 for men of two year's experience, and \$55 for workers of three year's experience. Three other stations in Cleveland have conceded to similar terms. Eufe claims he has been negotiating with Patt since last November, when a strike was first voted upon, and only issued orders for a walk-out when manager refused to come to any definite settlement.

Station has willingly offered engineers a scale of \$100 per month for first year, declared Patt in answering union's complaint. Under his compromise they would get \$180 a month for second; \$200 for third, \$220 for fourth year, \$240 for fifth, \$260 for sixth. Claims under this set-up their wages would average 85% better than the \$130 per month figure set by the Federal Radio commission and NRA code.

When six of his 20 technicians engineers walked out, manager called in half-dozen from staff of WJR in Detroit to pinch-hit for the strikers.

Walter Preston Gets Chi CBS Talent Post; Engle Program Chief

Chicago, May 14. Local CBS has rearranged its talent and program department by shifting Walter Preston to a newly formed section labelled Chicago Artists Bureau. Preston, who has been program director for several years, will busy himself assisting advertising agencies in building new programs, in finding new talent and in the possible booking of CBS talent in theatres.

Replacing Preston at the main program desk will be Holland Engle, while Ben Paley goes in as assistant. Paley, a cousin of president Bill Paley, has been daytime program supervisor. Franklin McCormick takes a step upwards from the announcing staff to become the daytime supe.

Wash-Oregon Station Managers Talk Network

Seattle, May 14. Western Broadcasters Association, composed of small independent stations of Washington and Oregon, held its annual convention here last week, discussing suggestions of advertising agencies for a third Pacific Northwest network.

Representatives of 12 stations elected the following association officers: R. T. Evans, KPGB, Seattle, president; Rogan Jones, KVOS, Bellingham, vice-president for Washington; Harry Reid, KXL, Portland, vice-president for Oregon; Bob Priebke, KRSC, Seattle, secretary-treasurer.

NO CBS LETOUTS

Employees Get Happy Message From the Boss

Personnel at CBS will stay intact through the summer. Network not only intends to maintain its present staff through the warm season, when business as a rule drops off substantially, but refrains from making retrenchments along other lines.

Assurances to this effect were conveyed to department heads last week.

ASK NRA HANDS OFF CODE FOR YEAR

Washington, May 14.

Suggestions that hours of employment be reduced further and wages boosted another notch met a blunt refusal from Radio Broadcasting Code Authority last week when counter-request was made to Gen. Hugh Johnson that the NRA take no action for at least one year to change code provisions.

Backing up James W. Baldwin, its executive officer who several weeks ago termed Johnson idea impracticable and injurious to industry, codists based their axing of the proposal on these grounds: (1) Employment of technicians has increased 11.5%; (2) hours of labor have been cut 8.8%; (3) Payrolls have bounded 21.1%; (4) true effects of code have not been sufficiently demonstrated; (5) commercial programs, only basis of revenue, continue to fluctuate materially; (6) employment is at record peak; (7) suggested changes would oppress and eliminate small stations and promote monopolies.

Meanwhile Code Authority was whipping into final form the second part of the report on employment of technicians fearful that document would serve as basis for reopening of code. Facts about conditions of employment do not look so good, it was admitted, and additional provisions may have to be inserted to perfect compact.

CROONER ARRESTED AS TEXAS MURDERER

Dallas, May 14.

J. McAnally, radio crooner and nightclub entertainer, has been formally charged with the murder of a patron at the Golden Label cafe last week, after police broke down a fellow employee's ruse to blame an imaginary Negro hijacker.

According to testimony, McAnally, who had been drinking, arose from his seat after finishing a number and flashed a gun with the demand to 'stick 'em up.' All but one man complied. McAnally fired two shots at him when he dashed through a door.

Whether McAnally's holdup was a spree of drunkenness or genuine has not been determined.

Schlitz to N. Y.

Schlitz beer program, spotted on CBS Friday nights, will likely have its point of origin moved from Chicago to New York.

Figured that by having its producing done here the stanza will have a wider range of talent to choose from for the guest spots.

WHAS-WSM-WCKY AND WSB PREPARE

Four Stations Will Sell Time Under Whatever Price WLW Sets for Its 500,000-Watt Service—Expect Cincinnati Super-Power Station to Claim Full Coverage of South

DEFENSIVE

20% Hop

Cincinnati, May 14.

A temporary boost of 10% in commercial rates for the 500,000-watt WLW will become effective July 1, and late in the fall there will be another boost of around 10%, announces John L. Clark, general manager of the Crosley Radio Corp. broadcasting department. The station jumped May 2 from a 50,000-watt to the world's most powerful radio churmer. Its present charge of \$390 per hour, after 6 p.m., is tops for air blasting.

Brewing among broadcasters in the south is a rate war that is without precedent in American radio. The clash is due to break as soon as WLW, Cincinnati, which two weeks ago went to 500,000 watts, announces its upped scale of rates.

In the jockeying for advantage now going on the Center of Population Group looms as the hub around which the opposition to the Powell Crosley, Jr., operation will rally. Membered in this regional network to date are WHAS, Louisville, 25,000 watts; WSM, Nashville, 50,000 watts; and WCKY, Covington-Cincinnati, 5,000 watts. Another 50,000-watt WLW, Atlanta, has already indicated its intention to join this trio as part of a selling combination against WLW. Other high-powered outlets are expected to ally themselves with this combine.

WLW's Argument

Spread of the Center of Population combine has been prompted by the anticipation of a potent sales argument that WLW will set up after it has completed a signal survey of its 500,000-watt transmitter. WLW, the opposition figures, will assert that through its super-powered radiation it has achieved 100% coverage of the south. Armed with a survey to back up this claim, WLW, is expected to eventually establish an hourly rate somewhere between \$1,200 and \$1,300, although first rate tilt may be below that.

To meet the competition of WLW for national and sectional business the Center of Population alliance will offer its collective station membership at a rate appreciably under that asked by Cincinnati super-powered transmitter.

WLW's Bombing Threat

Cincinnati, May 14.

WLW's 500,000-watt transmitter plant, world's most powerful broadcasting station, has been guarded by deputy sheriffs of two counties and armed employees of the Crosley Radio Corp., owners, since Thursday (10), when authorities received a tip that an attempt to bomb it might be made. Report developed from a threatened strike by workers of Crosley's radio and refrigerator factories not allied with the A. F. of L.

WLW transmitter is at Mason, O., 22 miles north of Cincy. Local police in Warren county, whose officials are being helped by those of Hamilton county, which includes Cincinnati, in the protective step. Jump of WLW from 50,000 to 500,000 watts was dedicated May 2.

Group-Bowen-World in Merger Of Spot Broadcasting Leaders Likely; ERPI Backing Possible

SELLER JOINS NBC
Will Handle Advertising Agency Contacts for Web

Chicago, May 14.

Henry Sellinger joins the NBC program department on June 15 as talent and production contact with the agencies. In so doing he becomes assistant to Sidney Strotz, head of the program department, and takes some of the load off the Strotz shoulders.

Sellinger was previously radio exec with the Lord and Thomas agency here.

MAY CLOSE CHI DEPT., MOVE WEBER EAST

NBC may close down its stations relations department in Chicago and do all the goodwill contacting of associated outlets out of the New York office. Network's highers-up have this move under discussion.

Principally affected by the concentration of the gladhanding thing in the home office would be Fred Weber, station relations manager of NBC's midwestern division. With his department eliminated in Chicago he would be transferred back to New York and assigned to assist C. L. McCarthy, recently appointed headman of the associated station contactor.

Underpaid Engineers, Over-Powered Signal, Jams KROW Two Ways

San Francisco, May 14.

Federal Radio Commission has hopped on the indie KROW, Oakland, for allegedly boosting the station's power over the allotted limit of 500 watts at night. Along with the commission's birch rod for the station is that of the NRA code authorities, too, since broadcaster has assertedly been paying its technicians about \$60 per month, which is 'way under scale.

Bernard H. Linden, commissioner for this district, refused to deny or confirm the story that KROW's manager had ordered technicians to up the station's power from 500 to 1,000 watts at night, while continuing to log the power at 500. Station has 1,000 watts in daytime.

However, it's understood that the entire story will come up in Washington on May 23, when an oral meeting is slated before the commission on wavelength changes and power increases sought by KROW, KJBS and KQW.

Coast Fav Goes NBC

Hollywood, May 14.

Fran Watanabe and Honorable Archie, a Japanese schoolboy type of daily script show which has been on KNX for three and a half years, also becomes an NBC sustainer today (Monday), being used on stations east of Chicago.

Serial has Eddie Holden, former vaude actor, in the 'Watanabe' part and Reginald Sharland, stage and film player, is 'Archie.'

Broadcast emanates from the NBC studio here Mondays to Fridays at 1:15 to 1:30 p. m. (EST).

Merger leads the field of spot broadcasting, Howe Bowen, Inc., the World Broadcasting System, now looks imminent. Proposition to bring these two elements together as part of the operation Group Broadcasting, Inc., served as a major point of discussion at a four-day meeting here last week of the directors of the GB organizations.

Through the consolidation of the Bowen, World and GB enterprises the spot broadcasting phase of the industry, believe the advocates of the move, will be able to present a front as stable and solidified as that of the national networks.

Into the deal Group Broadcasters, a co-operative organization devoted to selling spot broadcasting on the group station plan, would toss its contractual alignment with 27 stations in the basic area. In addition to its sales and time booking setup World would contribute its sound studios, regarded as among the finest in the transcription recording business. Western Electric and its subsidiary, Electrical Research Products, Inc., looms in the picture because of the possibility of WE undertaking to finance the merged project.

In Percy L. Deutsch, head of World, and Scott Howe Bowen himself the GB directors realize that they have the two men chiefly responsible for the development of the use of electrical transcriptions in spot broadcasting as well as the creation of a selling technic for the spot phase of the industry. These two would function in the consolidated project as the lds. men while a third figure of reputation in the advertising field would be brought in to head up the details and general management of the organization.

Nothing Definite

John Shepard, 3rd, president of Group Broadcasters, declared Saturday (12) that the merger idea had not been worked out in detail, but there was a possibility of its coming to a head within the next month. In the meantime, Shepard said, the GB organization would go along operating as it has the past two months, or since its inception. Under the present GB setup Bowen acts as the project's sales director.

Through the inclusion of the World Broadcasting interests the indie station operators as membered in Group Broadcasters feel that they would be in a position of making a more effective stand in competing with NBC's spread into the field of spot broadcasting.

For three years previous to the advent of the Group Broadcasters plan frequent gestures were made toward a merger of Scott Howe Bowen, Inc., and World Broadcasting, but at no time did these get beyond the stage of preliminary discussions.

L&F TACKLING 'FAME' TO CANTOR PROGRAM

Lehn & Fink will shift its 'Hall of Fame' NBC half hour to Columbia the end of this year and tack this program on to the 30-minute show the same firm will build around Eddie Cantor.

Program with Cantor is to run from 8 to 8:30 p.m. Sundays. Then, with the addition of 'Hall of Fame,' Lehn & Fink will make it a full hour of opposition to the Chase & Sanborn presentation on NBC.

Chrysler has the Dorsey Bros. band tagged to do a series of 30 quarter-hour transcriptions. Placement will be on a three a week basis.

Journal's WTMJ-Hearst's WISN in Opp. Battle Stimulate 'Waukees' Music Biz

Milwaukee, Wis., May 14.

The battle is on between Milwaukee's two big radio stations—WTMJ, operated by the Journal and WISN, Hearst-owned.

Since the arrival a couple weeks ago of Ed Harvey from WCAE, Pittsburgh, as station program chief, replacing Harold Burke, Hearst has been pouring cash into WISN and has ordered the local sales staff to step on it.

For the past year or more the WISN forces have sought no remote control spots, because the station sported no band of its own. Now a station orchestra has been installed.

Anticipating this, WTMJ on April 1 started a round-up of spots not before on its schedule. Journal station has always had the Hotel Schroeder dining room, the Futurist ballroom and Old Heidelberg cafe. Now WTMJ has lined up in addition Toy's chop house, Modernistic ballroom, Eagles' ballroom, Wisconsin roof and Vanities cafe.

WISN has tentatively signed the Riverview ballroom, and will soon have Pick's Club Madrid, former WTMJ; the Chateau Country club and Elks ballroom.

Break for Tooters

Since early in April the Milwaukee musicians' union has added 15 spots to its lists. So big has the demand for orchestras been since spring the union has found it difficult to supply bands for week-end jobs at the smaller cafes. As a result, for the first time in years, the books of the union are open to musicians, and 40 applications for cards have been received in three weeks.

Interest in music has been stimulated through four half-hour programs each week over WTMJ through the co-operation between the radio station and the union. The programs vary from the use of an accordion-bass viol duo to a 60-piece symphony. WTMJ supports an 18-piece orchestra.

WISN is involved in a move to get a longer wave length. If this is accomplished, WEAH, Marquette University station, will no longer cut in for two and three-quarter hours of time over the WISN wave length. At present WISN must leave the air three times daily to permit the university station to operate.

WTMJ is the NBC outlet and WISN is with CBS.

\$8 DAILY WIRE TOLL TOO MUCH FOR WSGN

Birmingham, May 14.

Finding that bulletins from the Press-Radio Bureau of the National Publishers Committee would cost the station \$8 per day for telegraph charges alone, WSGN has decided to tie up for its newscasts with independent news collecting sources. Through the Radio News Service of America the station will within a few days start receiving short wave bulletins three times daily. WMAZ is already on the air with a local news service. E. M. Henderson, formerly m.e. of the Birmingham News, is in charge of the item gathering and broadcasting on a three time daily basis.

Outlet has no network affiliation, which made it necessary to have the matter contributed by the major press association wired in from New York. For his station, Steve Clister, WSGN manager, averred, the telegraph charge of around \$8 a day was prohibitive.

PURE OIL RENEWS

Minneapolis, May 14.

Pure Oil Co. of this city has renewed its six months' contract for a 15 minutes' ether program six nights a week over WCCO, local Columbia chain station.

Program includes Jack Malerich and his band, a local act, and Cedric Adams, Minneapolis' columnist.

NEW KMOX SPIELERS

St. Louis, May 14.

KMOX has added a couple of announcers, Charles Gussman who comes from KFRU of Kansas City, and Maurice Cliffer of Chicago. Brings the announcing staff to an even 10.

SPOOF SAYLE TAYLOR

WSOC, Charlotte, Ki 'The Voice of Experience'

Charlotte, N. C., May 14.

As a take-off on the 'Voice of Experience,' CBS program, WSOC, local NBC outlet, has originated a local show billed as the 'Voice of Exposure.'

A. C. ('Sluffot') Lochman, black-face minstrel star, does the satire, using a pool eight-ball for the crystal gazing. The dialog is in negro dialect answering purported letters seeking advice.

Program is sponsored by Arrow beer. A novelty ensemble of piano, marimba and violin furnish music.

2-Hour, 2-Web Show as Plug For Chi Fair

Chicago, May 14.

Radio is going to get about \$35,000 from the 1934 Chicago State Street Association has raised to plug the World's Fair under the name of 'Keep Chicago Ahead.' Arrangements are being made for a two-hour broadcast over Columbia and National networks on the night of May 25, the night before the Fair gets underway.

Show will run 60 minutes on NBC and follow immediately on CBS. Show will be produced in the local NBC studios for both networks. Figured show will run from 10:30 to 12:30 eastern time.

Networks and the committee are working on angles whereby most of the talent will be donated by local and national sponsors with locally produced shows.

World's Fair itself is keeping hands-off on the advertising expenditure. It is fearful of getting involved in a position where newspapers and other media not getting any advertising schedules might kick back by cutting down on Fair publicity. As presently set up the World's Fair itself has no direct connection with the placing of any of the advertising.

SESAC Brings Infringement Suit Against Loew (WHN)

Loew Booking Agency, Inc., as operator of WHN, was instructed by Judge Patterson in the New York Federal Court last week to furnish the Society of European Stage Authors and Composers with the answers to a series of questions. SESAC wants the info in connection with an infringement of copyright suit it has brought against the Loew station.

Performing rights outfit claims that WHN used some musical numbers controlled by SESAC without obtaining a license.

Phil Spitalny Vocal Find Set for Cheramy Acct.

Maxine, a Phil Spitalny warbling discovery, starts weekly quarter-hour series on Cheramy cosmetics on CBS this Friday (15). Towns scheduled to get the program are New York, Boston, Chicago, Cleveland, Philadelphia, Pittsburgh, Detroit, Washington, Baltimore and Hartford.

Lawrence C. Gumbinner is the agency and 10:30 p.m. EDT the time of release.

Mohawk's Vacation

Mohawk Carpet Mills will call it a run June 14 for the Tuesday and Thursday a.m. frame it has been supporting on NBC's red (WEAF) link since the middle of March.

Floor covering maker plans to come on the same network when the clocks return to standard time telling.

Bernie O.K. for Sound

Hollywood, May 14.

Ben Bernie had little trouble with his tonsil divorce last week in Good Samaritan hospital and is expected to return to the air Tuesday (15).

NBC MAY TAKE OVER VICTOR WAXWORKS

NBC's sales heads are still debating the advisability of taking over the physical setup of RCA-Victor's transcription department. As the relationship of the two RCA subsidiaries now stand NBC has in its payroll the sales and production heads of Victor's transcription division, Frank Walker, and D. L. Egner, respectively. This pair came over when the network extended its operation to the spot broadcasting field a couple months ago.

With the radio phase of Victor's disc cutting business in the hands of NBC clients taking the transcription service sketched by network policy be limited to placing the Victor stencillings on outlets operated by or affiliated with NBC.

Here and There

KFRC, San Francisco, reorganization of the sales department just completed by Arthur J. Kemp, northern California sales manager for the Don Lee network, who has named Hassel W. Smith national ad chief in charge of national sales for the territory and Amory Eckley retail ad chief.

Harold Peary, reader, character player and singer, who was last in Wheatonsville's sketch and free lancing on other stations, is back with NBC, San Francisco.

Radio Bacon, WAAW, Omaha, novelty piano player, goes to the Pacific coast for part in a Fanchon and Marco unit.

KTSA, San Francisco, used by Guy Lombardo and his aggregation playing the regular Robert Burns program.

P. Duff and Sons, packer of a gingerbread dough, has had added four more stations to the list carrying its five-minute transcription, 'Mrs. Reilly.' Outlets are WBZ, Boston; WBZA, Springfield; WOR, Newark, and WTAM, Cleveland. Contracts are for 13 weeks and at the rate of three releases a week.

Lawrence King is back singing at KNX, Los Angeles, after a season at the Mark Hopkins hotel in San Francisco.

Freeman Lang is moving his discing studios from Los Angeles to enlarged quarters in Hollywood.

Ted White, formerly at KHI, is a new staff tenor at KMTR, Hollywood.

Henry and Percy will return to the air again after being off for several months. They will be heard over WSGN, Birmingham.

Laasos White All-Star Minstrels, WSM, Nashville, started a new series May 9 for the Standard Oil of Louisiana.

Raymond C. Hammett is seeking permission to move WAMC, located at Anniston, to Selma, Alabama. It was formerly located at Talladega.

Troy Broadcasting Company has been granted a temporary permit to operate WHET at Dothan, Alabama, from 7:30 to 10:30 p.m.

Memphis Cotton Carnival will be broadcast over the blue and red network of NBC May 18 through WMC, Memphis. Confirmation has been received by Henry Slazick, WMC manager.

Inside Stuff—Radio

Latest to throw rocks at advertising's precocious child, broadcasting, is John Rorty. In a 32-page pamphlet this writer on political and economic subjects declares: 'In its essence the charge leveled against the American system of advertising-subsidized radio broadcasting is that it is drunk and disordered.'

Rorty does not bring out anything particularly new. His summation against broadcasting follows the general trend of all previous anti-radio pamphleteering. Even some of the quotations and cases have been cited before. Americans in general will probably not be disturbed by the inequality of political opportunity for broadcasting complained of.

There are plenty of individuals and groups attacking radio. That these various elements may temporarily unite, each for a different reason, to jam through changes is possible. In attacking the general nature and quality of radio programs practically all the anti-radio groups brush aside, or ignore completely, the fact that radio, for all its admitted faults, does employ the best talent from the rest of show business.

It seems hard to believe that broadcasting is so dull or unworthy of public appreciation as the belittlers would indicate. Certainly there is a vast amount of merit seeded in the clay. If radio entertainment frequently is moronic in tone there is strong reason to believe that the bulk of the radio audience is also a bit on the under-side of intellectualism.

Hearst newspaper policy is torn between two elements as regards radio, with the other apparently winning out through more and more space being devoted by those papers to broadcasting activities. This is predicated on local situations where managing editors ordain—and that's a common opinion—that radio news draws wider reader interest in other programs, like personalities, et al., than the sports pages.

On the other hand, W. R. Hearst is known to have expressed himself adversely to the idea of any Hearst employee going on the air, commercially or otherwise, on the theory that Hearst journalistic reputations are lent to the microphone and capitalized by outside interests. Opposing that, some editors of the Hearst papers present the proposition that the mike rep might well react in favor of the Hearst newspapermen and their papers.

Goodrich Tire is using both NBC's red (WEAF) and blue (WJZ) links for the round up round broadcast of the Baer-Carnera bout June 14. To make this possible Kraft-Phenix has agreed to cede all or part of its regular 10 to 11 P. M. Thursday night period on the red loop. If the fight runs over a half hour Goodrich will reimburse Kraft all talent expenses. If the ring event lasts less than half an hour the cost of time and talent will be prorated. Kraft, meanwhile, will stand by in the studio with its Paul Whiteman show.

Understanding also is that should Goodrich take up the full hour or more three minutes will be accorded Kraft at the end for a plug on its mayonnaise brand. Kraft offered \$13,000 for the air rights to the fight. Goodrich is paying \$25,000.

Business that NBC has already taken in this year easily exceeds the network's gross from time sales for the entire 1933 stretch. NBC's statisticians last week arrived at this estimate by adding what has been grossed since Jan. 1 to what they figure will be garnered the rest of the year from contracts now in the web's files.

Up to May 1 NBC on actual billings was only 30% better than it had been the same date in 1933. For the first four months of that year it tallied \$7,300,000, while the parallel period of 1934 is responsible for a gross of \$9,412,000. Comparison of the same yearly segments shows CBS with a 54% edge over 1933.

If Governor Lehman signs the bill recently passed by the New York State Legislature providing for an appropriation of \$500,000 to finance an advertising campaign to stimulate the consumption of milk, bulk of the money will be spent in newspaper space but some of it will be allotted to radio. State Department of Agriculture and Markets, sponsor of the milk advertising plan, had a small appropriation used for a series of electrical transcriptions last year.

Expenditure of the \$500,000 would be made through an ad agency working with the Research Council and the Dairymen's League.

Some listeners and one or two radio columnists have complained recently that WGY, Schenectady, is consuming too much air time in plugging the appearances of its acts at theatres, town halls, etc. Artists' Station has built up a steady source of revenue through its Artists' Service Bureau, which was established about two and a half years ago. Originally, a large share of the p.a. dates were obtained through air spots but more recently one or two act salesmen have been placed on the road to supplement the ether and letter solicitations.

Premier Doumergue of France, making his second national radio appeal April 21, got over bigger than the first time, showing the French nation is getting more used to this sort of stuff.

Took the occasion to declare war on Communists, who had been beaten out of an incipient riot the day before and who threatened trouble May 1. Figures radio will be a big weapon in fighting them.

KFAB, Lincoln, after years of being held silent through the best evening hours from 6 to 10 p. m., due to splitting time with WBBM, Chi, took to the air on a synchronized basis for the entire evening beginning May 1 with exception of the half hour between 8:30 and 9. This gives CBS competition to the NBC chains in this neighborhood. KFAB has 5,000 watts.

Professional people are generally tough enough in criticizing each other on stage and screen performances, but that goes double as concerns radio.

Which makes unusual the comment going around on Helen Menken. It sums up, amongst the show bunch, that hers is the finest voice on the air.

Protest by a WMOA, New York, artist over the use of the 'Barnacle Bill' title by sea yarn spinners working on their stations apparently had its effect. On last week's broadcast, over WGY, Schenectady, Frank Oliver called himself 'Lamey Bill,' while the billing of the Chicago 'Barnacle Bill' was changed to 'Salty Sam.'

Yankee network, Boston, takes the complete service of the Havas news agency, foreign equivalent to the A.P., and nominally an A.P. ally but on a non-exclusive basis.

Faulette Carlay on WJZ

Faulette Carlay, now singing at the Surf nite club, started on a 15-minute sustaining program over WJZ last Wednesday afternoon (9). Set by Larry Daniels.

Miss Carlay was brought here a year ago from Paris, where she appeared in the 'Folies Bergere,' but was received by Henry Slazick, WMC manager.

Chester Thomas to WINS

Cincinnati, May 14.

Chester Thomas has resigned as traffic manager of WLW to become traffic and program manager of WINS, New York. He moves into his new job May 21.

Thomas, who started in 1923 with Croesley as secretary to John I. Clark, gen. mgr., has been traffic manager for the past three years.

RUDY VALLEE—AN AMERICAN INSTITUTION

Rudy Vallee *An* American Institution

A TRIBUTE TO A MAN

We, who make up the personnel of the Rudy Vallee organization, deem it both a pleasure and privilege to pay tribute to him

Here's to you, Rudy . . . man and boss . . . for your sincerity . . . your honesty and your ability . . . we, who follow your direction day after day, are appreciative of your kindness and your paternalism and above all your good cheer which has made our organization as happy as it is famous.

LESTER LADEN
Personal Representative
o

EVELYN LANGFELDT
Personal Secretary
o

MARJORIE DIVEN
Secretary
o

ELLIOTT JACOBY
Arranger
o

WILLIAM VALLEE
Publicity Director

BUD WEBBER
Librarian

GEO. ERICKSSON
Asst. Librarian

MURRAY PITTLUCK
Sound Technician

Rudy Vallee's Connecticut Yankees

AL EVANS
Asst. Director

CLIFF BURWELL
Piano
o

JOE MILLER
Saxophone
o

SAL TERINI
Violin
o

MICKEY BLOOM
Trumpet
o

PHIL BUATTA
Violin

SAM DIEHL
Saxophone

WALTER SCHARF
Piano
o

BOB BOWMAN
Saxophone

HARRY PATENT
Bass

HENRY CINCIONE
Trumpet

HAL MATTHEWS
Trombone

FRANK STAFFA
Guitar
o

FRANK FRISSELLE
Drums
o

CHAS. BUTTERFIELD
Trombone
o

WALTER GROSS
Piano
o

BUDDY SHEPPARD
Violin

BUD WEBBER
Saxophone

BERNIE DALEY
Flute

DON MOORE
Trumpet

ZELLY SMIRNOFF
Violin

RUDY VALLEE—AN AMERICAN INSTITUTION

RUDY VALLEE

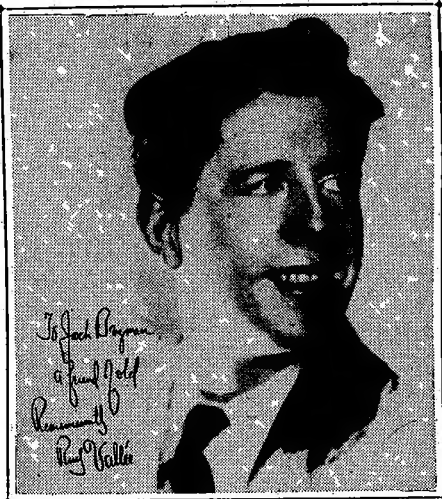
ONCE IN A BLUE MOON some one like you comes along
MAY I thank you for your swell rendition of
LOVE THY NEIGHBOR and remember whenever I see a swell fellow
HE REMINDS ME OF YOU, really we think you're a swell guy and believe us
WE'RE NOT YESSING

Rocco Vocco

P. S.—Tried my best, but I can't fit in "GOOD NIGHT LOVELY LITTLE LADY"

DeSYLVA, BROWN and HENDERSON, Inc.

ROBERT CRAWFORD, President



IN SPADES!
JACK BREGMAN

RUDY VALLEE

An "American Institution"?

Positively!

WILLIE and EUGENE
HOWARD

FRANCES LANGFORD

Extends Her Best Wishes to

RUDY VALLEE

Her Discoverer

RUDY
YOU'RE GREAT
AND
WE'RE GLAD

...

JIMMY
McHUGH

AND
DOROTHY
FIELDS

GUS
VAN

Now Appearing
Nightly at

CHEZ PAREE
Chicago

As in the old days at Yale—

RUDY VALLEE Uses
SELMER Alto Sax and
Clarinet

And we're right proud of it

Selmer

113 West 48th Street, N.Y.C.

RUDY VALLEE

*It has been more than a pleasure to work
with you on your programs.*

Sincerely

SMITH and DALE

My Sincere Wishes

ISHAM JONES

Continued Success

To Rudy Vallee

George Givot

*It is a pleasure to publicly pro-
claim the ability of a great artist*

RUDY VALLEE

DAVE OPPENHEIM

Gus Kahn

RUDY VALLEE—AN AMERICAN INSTITUTION

RUDY VALLEE

AN AMERICAN INSTITUTION

You're telling me?

Jack Robbins

ROBBINS MUSIC CORPORATION

RUDY VALLEE—AN AMERICAN INSTITUTION

"Orchids to DICK POWELL and PAT O'BRIEN for a grand job in the WARNER BROS. picture, 'TWENTY MILLION SWEETHEARTS,' and to the song writing team of DUBIN and WARREN for the grand tunes in the picture. This is the second best, 'FAIR AND WARMER'."

What RUDY VALLEE said about songs in "TWENTY MILLION SWEETHEARTS" to twenty million and more listeners his Fleischmann program, Thursday evening, May 3rd.

"I envy DICK POWELL for the perfect set of tunes he had at his disposal in his new WARNER BROS. picture, 'TWENTY MILLION SWEETHEARTS.' I only hope if I ever make another movie I have as fine tune as the feature song of the picture 'I'LL STRING ALONG WITH YOU'."

THANK YOU, RUDY—Words like these coming from a real artist, a sincere personality and a true connoisseur, are indeed a glowing tribute to our efforts—We hope that some day we may have the opportunity to write a motion picture score for you.

HARRY WARREN and AL DUBIN

IRVING BERLIN'S
LATEST
"SO HELP ME"

To RUDY

*Our Best Wishes for
Your Continued Success!*

PLAY TO ME, GYPSY (The Song I Love)
(Europe's Biggest Hit in Twenty Years)

THE BEAT O' MY HEART—By Spina and Burke.

WHY DON'T YOU PRACTICE WHAT YOU
PREACH.

UNLESS YOUR HEART IS MINE (England's Big-
gest Waltz Hit Since "Sunshine of Your Smile")

TONIGHT IS MINE
(From RKO Picture, "Stingaree.")

THE WORLD OWES ME A LIVING
(From Walt Disney's Silly Symphony, "Grasshopper
and the Ants")

I'VE GOT A WARM SPOT IN MY HEART FOR
YOU. By Spina and Burke.

OH ME! OH MY! OH YOU!
(From RKO's Picture "Strictly Dynamite")

IRVING BERLIN Inc.

799 Seventh Avenue
NEW YORK, N. Y.

IRVING BERLIN'S
LATEST
"SO HELP ME"

IRVING BERLIN'S
LATEST
"SO HELP ME"

To RUDY

SAM COSLOW

AND

ARTHUR JOHNSTON

SAY, "THANKS"

"SISTERS OF THE SKILLET"

EDDIE EAST and RALPH DUMPKE

NBC NETWORK

Extend Best Wishes to

RUDY VALLEE

GREETINGS TO RUDY FROM RUBINOFF

RUDY VALLEE—AN AMERICAN INSTITUTION

In Appreciation
of a
Credit To Our Profession

RUDY VALLEE

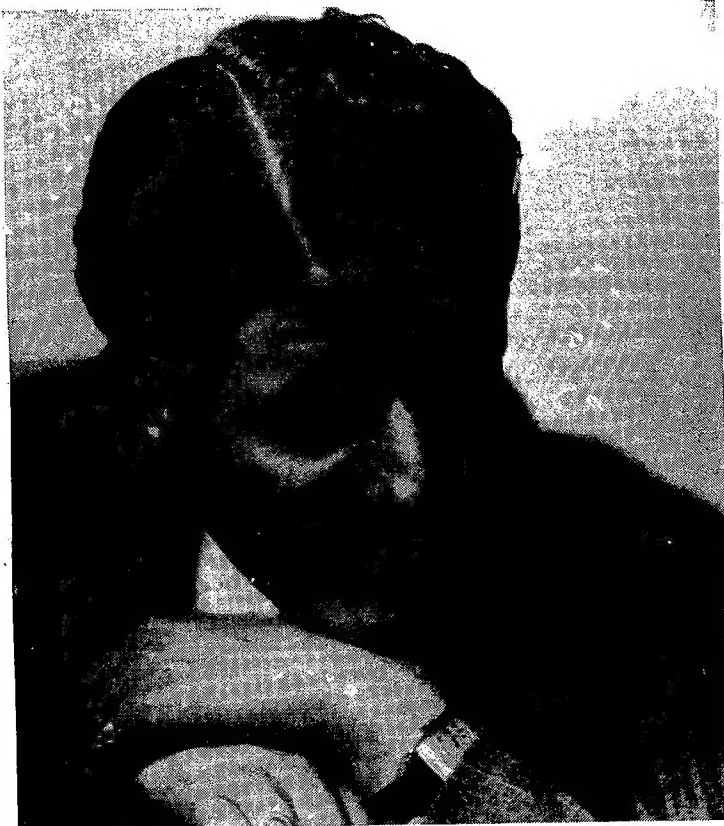
Sincerely
OTTO HARBACH

MILTON AGER
BEN BORNSTEIN
IRVING TANZ

Extend Greetings and Appreciation to

RUDY VALLEE

AGER, YELLEN and BORNSTEIN
INC.



RUDY VALLEE: A TRIBUTE TO THE MAN AND THE ARTIST

NBC ARTISTS SERVICE

welcomes this opportunity to pay its tribute to one whose talent and showmanship have contributed so much to the whole art of broadcasting.

Rudy Vallee is one of radio's pioneers. His personality, imagination, and vision have made a lasting impression upon the industry, an impression which forms a pattern for the future just as it has been a guide in the past.

NBC ARTISTS SERVICE

GEORGE ENGLES MANAGING DIRECTOR

RCA BUILDING, 30 ROCKEFELLER PLAZA, NEW YORK • CHICAGO • SAN FRANCISCO

RUDY VALLEE—AN AMERICAN INSTITUTION

GREETINGS TO RUDY

A Great Artist and My Good Friend



Direction—JACK LAVIN
Park Central Hotel, New York

From the Paramount Picture
"MANY HAPPY RETURNS"
FEATURING GUY LOMBARDO and BURNS & ALLEN

FARE THEE WELL
Words and Music by SAM COSLOW

BOOGIE MAN
Words and Music by SAM COSLOW

THE SWEETEST MUSIC THIS SIDE OF HEAVEN
Words by CLIFF FRIEND • Music by CARMEN LOMBARDO

Famous Music
CORPORATION
1019 BROADWAY • NEW YORK
PUBLISHERS TO PARAMOUNT PICTURES



W. C. HANDY

"Father of the Blues"

Author of

"SAINT LOUIS
BLUES"

Publisher of These
Numbers

"LOVELESS LOVE"

"AINTHA GOT
MUSIC?"

"HARLEM IS
HEAVEN TO ME"

"GOT A NEED
FOR YOU"

Extends His Best Wishes to

RUDY VALLEE

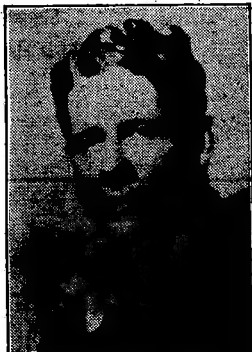
and his
Connecticut
Yankees

Commemorating
His Recording

of
"SAINT LOUIS
BLUES"

On Victor Record
22821-B

Handy Brothers Music
Co., Inc.
1587 Broadway,
New York, N. Y.



1894 GILMORE
1900 SOUSA
1934 RUDY

VALLEE

and His Connecticut Yankees

MANHATTAN BEACH

and

IENTAL BEACH BATHS

Manhattan Beach, Brooklyn,
New York City

HI THERE RUDY!

I'm proud of my various and sundry associations with you in the past. You're a good
guy, and among your most sincere friends is

RAY PERKINS

PALMER HOUSE

Network—Tuesday Evenings
Thanks to Hal Kemp and
Bill McCaffrey, N.B.C.

CUSHMAN SONS' BAKERIES

WOR—Monday and Friday Evenings
Thanks to Louis Witten.

Personal Management—SEDLBY BROWN

POPS and LOUIE

Doff Their
Hats to

RUDY VALLEE

"AN AMERICAN
INSTITUTION"

Playing Cotton Club
NEW YORK

To Rudy Vallee

In recognition of his many appearances at
charitable benefits without regard to race
or creed

Wm. Morris Agency

The name of

Rudy Vallee

will survive thru many a genera-
tion because he is an American
Institution.

Belle Baker

To RUDY VALLEE

The eight months of my asso-
ciation with you at the Holly-
wood Restaurant have been the
happiest of my career.

Jerry Lester

Thanks to the Messrs. MOSS and AMRON
Personal Manager
DANNY DARE

RUDY VALLEE—AN AMERICAN INSTITUTION

Hi-de-ho to Heigh-ho!



Cab Calloway expresses to Rudy Vallee his appreciation of the opportunity of being identified with the Fleischmann Radio Program twice within six months!

CAB CALLOWAY

And His

COTTON CLUB ORCHESTRA

Booked exclusively by

Irving Mills President
MILLS
 ARTISTS inc.

799 SEVENTH AVE., NEW YORK

Telephone: Circle 7-7162

CABLE: JAZZ

*"The most amazing personality
 in the world of music!"*

It Has Been Conclusively Proven That

RUDY VALLEE

Is
 AN AMERICAN INSTITUTION

WE have been catering to the public for thirty years. We have known many stars and box-office attractions. Yet in all that extended period of time and throughout our varied experience with "stars" we are happy to say that at present we have the greatest box-office attraction of them all, RUDY VALLEE. He is great because week after week at the Hollywood Restaurant his power to bring patronage is undiminished, and because week after week the fertility of his showmanship remains always fresh.

Our business association has been very happy one and we are most gratified.

(Signed) JOE MOSS.
 JACOB AMRON.

Currently

The most sensational grosses ever reached in
 At during seven months' engagement at
 THE

HOLLYWOOD

Cabaret Restaurant

Broadway at 48th Street, New York City

RUDY VALLEE

Opening
 June 29 at
PAVILLON ROYAL
 America's Most Beautiful
 Suburban Restaurant
 Valley Stream,
 Long Island
 for Summer Season

Returning
 Sept. 30, 1934, to
HOLLYWOOD
 Cabaret Restaurant
 New York's Most
 Popular Rendezvous
 B'way at 48th St., N. Y.
 for Winter Season

For Reservations Phone
 Valley Stream 1308 CHickering 4-2572
 Mack Miller, Publicity Representative
 Hy Blane, Stage Manager

Greetings to

Rudy Vallée

VICTOR RECORD STAR

from

RCA VICTOR COMPANY, Inc.

Camden, N. J.



RUDY VALLEE—AN AMERICAN INSTITUTION

WE are happy to express our appreciation and good wishes to Rudy Vallee, the Radio Executives of the J. Walter Thompson Company, and to the following Stars and Featured Players of stage and screen—a partial list of those whom we have placed on outstanding commercial radio programs during the last twenty months:

VERA ALLEN
ADRIENNE AMES
ROSEMARY AMES
JLENN ANDERS
JUDITH ANDERSON*
LIONEL ATWILL*
FAY BAINTER*
TALLULAH BANKHEAD*
EDITH BARRETT*
ETHEL BARRYMORE
JANET BECKER
RALPH BELLAMY
SIDNEY BLACKMER*
JOAN BLONDELL*
ALICE BRADY*
WILLIAM A. BRADY*
HORACE BRAHAM*
JIVE BROOK
BRUCE CABOT
JAMES CAGNEY*
ILKA CHASE
PATRICIA COLLINGS*
FRANK CONROY
GARY COOPER*
PEDRO DE CORDOBA
JANE COWL*
DOLORES DEL RIO*
JEAN DIXON*
JAMES DUNN
GRACE GEORGE*
MARGALO GILLMORE*
DOROTHY GISH*
CARY GRANT

* Radio Debut

RAYMOND HACKETT*
WALTER HAMPDEN*
HELEN HAYES*
KATHARINE HEPBURN*
ROSE HOBART*
PHILLIPS HOLMES*
TAYLOR HOLMES
MIRIAM HOPKINS*
LESLIE HOWARD
HENRY HULL*
WALTER HUSTON
COLIN KEITH-JOHNSON*
GEOFFREY KERR*
JENNIS KING
OTTO KRUGER*
EARLE LARIMORE*
FRANCIS LEDERER*
EUGENIE LEONTOVICH*
ROBERT LORAIN*
PAULINE LORD*
ELIZABETH LOVE*
MONTAGU LOVE
EDMUND LOWE
PAUL LUKAS
BERT LYTELL
A. E. MATTHEWS*
KENNETH MCKENNA*
ADOLPHE MENJOU*
GEORGES METAXA*
THOMAS MITCHELL*
DOUGLASS MONTGOMERY*
ROBERT MONTGOMERY*

COLLEEN MOORE*
ERIN O'BRIEN-MOORE
MARY MORRIS
CONRAD NAGEL*
J. C. NUGENT*
HUGH O'CONNELL
DOROTHY PARKER
OSGOOD PERKINS*
ROLLO PETERS
GUY BATES POST
TOM POWERS
ROGER PRIOR
IRENE PURCELL*
CLAUDE RAINS*
HERBERT RAWLINSON
SELENA ROYLE*
MARY SERVOS*
ANNE SEYMOUR*
HAL SKELLY
QUEENIE SMITH*
MARGARET SWILLAVAN*
GLORIA SWANSON*
BASIL SYDNEY*
EDITH TALIAFERRO*
CONWAY TEARLE*
ERNEST TRUAX*
LENORE ULRIC*
HAROLD VERMILTEA
JUNE WALKER*
RUTH WESTON*
PEGGY WOOD
ROLAND YOUNG*
BLANCH YURKA

To the Personal Representatives through whose courtesy several of the above-named actors and actresses were booked by us on various radio programs we offer our thanks for their cordial co-operation.

BRISCOE AND GOLDSMITH, Inc.

522 Fifth Avenue, NEW YORK

In Association with

H. E. EDINGTON-F. W. VINCENT, Inc.
HOLLYWOOD

Many Great
Artists Prefer

RUDY VALLEE

has chosen a Capehart, for, as he says: "The Capehart most faithfully reproduces both recordings and radio." This true reproduction, this exacting fidelity is demanded by the artists who know music and who are competent judges of tone quality. No finer tribute has ever been given the Capehart than its selection by Mr. Vallee and other prominent artists, among whom the following are but a few—Norma Shearer... Elissa Landi... Paul Whiteman... Sylvia Sydney... Constance Bennett... Ruth Etting... Billy Burke Ziegfeld... Robert Montgomery... Claudette Colbert... Adolphe Menjou... Bette Davis. Other owners prominent in the entertainment world include William S. Paley, President Columbia Broadcasting System... Mrs. Louis B. Mayer... G. B. Warner... Warner Brothers First National Studios.

Capehart



Fully automatic, continuous playing phonograph combined with radio. Complete sets of recordings, any make, both 10 in. and 12 in., are played in their recorded sequence—an exclusive Capehart feature.

The Finest in Music
PLUS
Radio Entertainment

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA



May 11, 1934.

Dear Rudy:

My Best Wishes
In Friendship.

Frank S. Nelson

P. S.—Do you remember this
NIGHT ON THE DESERT?



TO RUDY VALLEE PROUD OF OUR PAST ASSOCIATION

MORTON A. MILMAN
RADIO ADVERTISING COUNSEL
HOTEL WARWICK
New York City

TO RUDY VALLEE AN AMERICAN INSTITUTION

FOR HIS PAST FAVORS
SPONSOR OF OUR DEBUT ON THE AIR
THANK YOU FOR BRINGING US BACK ON THE FLEISCHMANN PROGRAM

CROSS and DUNN

BEST WISHES TO RUDY VALLEE

ROY SMECK

RADIO'S WIZARD OF THE STRINGS

Extra Added Attraction This Week (May 11)

LOEW'S STATE, NEWARK

Cordially

TED KOEHLER

My Respects

HAROLD ARLEN

RUDY VALLEE—AN AMERICAN INSTITUTION

TO JOE COOK

A Lake Hopatcong Institution
An Evansville, Indiana, boy
Who Made Good in New Jersey

RUDY VALLEE

Greetings to

RUDY VALLEE

JIMMY CAMPBELL

and

REG CONNELLY

*Stand Up
and Cheer!*

for

RUDY VALLEE

An American Institution

We Acknowledge Our Pleasant Association with You and Appreciate Your Splendid Support of Our Great Popular Catalog . . .

"HOLD MY HAND"
"NASTY MAN"
"WAITIN' AT THE GATE FOR KATY"
"BABY TAKE A BOW"
"BROADWAY'S GONE HILL-BILLY"
"STAND UP AND CHEER"
"MY DOG LOVES YOUR DOG"
"CAROLINA"
"SHE'S WAY UP THAR"
"THIS IS OUR LAST NIGHT TOGETHER"
"SIX WOMEN (Me and Henry the Eighth)"
"SWEET AND SIMPLE"
"SO NICE"
"WE'RE OUT OF THE RED"
"I'M LAUGHIN' "

NOTE:

All songs are from the Fox Film Productions—
"GEORGE WHITE'S SCANDALS," "CAROLINA," "BOTTOMS UP" and "STAND UP AND CHEER!"

MOVIETONE MUSIC CORPORATION

SAM FOX PUBLISHING CO. *Sole Agents*

NEW YORK
160 W. 45 ST.

CLEVELAND
THE ARCADE

CHICAGO
1315 N. LAKE ST.
LOS ANGELES
230 S. B'WAY

RUDY VALLEE—AN AMERICAN INSTITUTION

SALUTATIONS
TO
RUDY VALLEE

GRANDFATHER'S
CLOCK

YES SIR, I LOVE
YOUR DAUGHTER

EASY COME
EASY GO

YOU OUGHTA
BE IN PICTURES

HARMS, Inc.

Continued Success to
RUDY VALLEE

AN
"AMERICAN INSTITUTION"

• • •

LEE
SIMS

AND

ILOMAY
BAILEY

—♦—

This Week (May 11)
ALBEE, BROOKLYN

RUDY VALLEE
H-M-M-M-M!

BOB HOPE
H-M-M-M-M!

"ROBERTA"

New Amsterdam Theatre
NEW YORK

MAY USHER

Greets Rudy Vallee—"An American Institution"

Johnny Green
and
Eddie Heyman

COMPOSERS OF
"Body and Soul"
"I Cover the Waterfront"
"Easy Come Easy Go"

EXTEND THEIR THANKS TO
RUDY VALLEE
For His Help and Friendship

RABSONS
Music and Camera Co., Inc.
1973 Sixth Avenue at 56th Street
NEW YORK

Extend best wishes to
RUDY VALLEE
Whose Records Have Been
Topnotch Sellers

To RUDY VALLEE

E. B. Marks gave his estimate of you when he chose you as his idea of THE modern big-timer in the subtitle of his best-selling book.

"THEY ALL SANG"*
(From Tony Pastor to Rudy Vallee)

Now he wants to call your and other showmen's attention to these new hit songs by such writers as Coots, Lewis, Cugat, Tobias, Klages, Berle, Greer, Adams, Sigler and others—

"MY SHAWL"
"WHAT'S GONNA BE?"
"I'VE GOT A WATCH"
"LET'S HONEYMOON AGAIN"
"WALTER, WALTER WILDFLOWER"
"TWELVE O'CLOCK AND ALL IS WELL"
"EXTRA! (ALL ABOUT THAT GAL OF MINE)"

* Copies of "THEY ALL SANG," regularly priced at \$3.50, are now offered to the profession at the special theatrical rate of \$3.00 postpaid and autographed.

EDWARD B. MARKS MUSIC CORP.
223 W. 46th Street New York City

If it's good enough for Rudy Vallee—



EVERYTHING BROILED OVER HICKORY LOGS
The Rendezvous of Notables
Circle 7-9524-9808 144 West 52nd Street
NEW YORK CITY

I want to say
"With Many Thanks"
EDWARD HEYMAN

Alice Faye

Jay Gorney

TO R. V.—A SWELL GUY
Proud to Be Your Exclusive Arranger
ELLIOT JACOBY
MANY THANKS FOR THE BOOST

RUDY VALLEE

"An American Institution"

He's instituted a lot of hits for me and I am exceedingly grateful

ARCHIE FLETCHER
JOE MORRIS MUSIC CO.

RUDY VALLEE—AN AMERICAN INSTITUTION

CORDIAL GREETINGS

TO

RUDY VALLEE

from

KEITH PROWSE
AND COMPANY, LIMITED
LONDON

Publishers of His

GEORGE WHITE'S SCANDALS

SONG SUCCESSES

*for the British Empire
and Continental Europe*

P. S. Do You Remember 'THE STEIN SONG'?

RUDY

A Sweeter Guy I've Never Known

Always Helping Others

Unselfish and Unspoiled (Hasn't Gone Broadway)

Just Some of the Engagements Rudy Arranged for Me:

HOLLYWOOD RESTAURANT

NEW YORK

16 Weeks and Still Going

WEAF-PURE OIL PEP SHOW-N.B.C.

Every Saturday, 7:30-8 P. M.

8 Weeks and Renewed for 10 More Weeks

FLEISCHMANN YEAST PROGRAM

5 Times

And

EDDIE
PEABODY

His Hollywood Playmate Is Genuinely Grateful

We Agree With Millions—That

RUDY VALLEE

Is an American Institution

M. WITMARK & SONS
NEW YORK CITY

*We Deem It a Privilege
To Join In Tribute To*

RUDY VALLEE

REMICK MUSIC CORP.
NEW YORK CITY

RUDY VALLEE—AN AMERICAN INSTITUTION

To Rudy Vallee

A Gentleman in the Music Profession

PHIL SPITALNY

To Rudy Vallee

*The Best in the World
to the World's Best*

LARRY SPIER
T. B. HARMS Co.



To RUDY VALLEE

The Impresario of the Microphone

VICTOR YOUNG
Musical Director

CHEVROLET (General Motors) RADIO PROGRAM
Sunday Evenings—WEAF Network—10:00 to 10:30 P. M. (E.D.S.T.)

Scorer and Musical Arranger for the American Movie Epic

"FRANKIE and JOHNNIE"
for which he also composed "Give Me a Heart to Sing To"

Exclusive Management
ROCKWELL O'KEEFE, Inc.



To Rudy Vallee

REALLY an American Institution

SHAPIRO, BERNSTEIN and Co., Inc.
MUSIC PUBLISHERS

Capitol Theatre Building, Broadway and 51st Street, New York

IF YOU WANT GREAT SONGS THIS IS THE PLACE TO GET THEM

To Rudy Vallee

In Appreciation

MACK GORDON

HARRY REVEL

*To Rudy
Vallee*

who *knows* that to
have a friend you
must be a friend.

HERMAN
BERNIE

Toute Mon Admiration a

Rudy Vallee

Truly an American Institution

IRENE BORDONI

It's an Honor to Be Included

MURRAY BAKER

RUDY VALLEE—AN AMERICAN INSTITUTION.



*Agrees that Rudy Vallee is
An American Institution*

AN IMPORTANT EVENT IN OUR SCHEDULE!

The Publication of the Long-Awaited Score of the New **COTTON CLUB PARADE**
24th EDITION

These songs were written by HAROLD ARLEN and TED KOEHLER, who gave us "STORMY WEATHER" in their last revue

"ILL WIND"

"AS LONG AS I LIVE"

"HERE GOES"

Our Other Outstanding Songs

"NO MORE HEARTACHES, NO MORE TEARS"

"EMALINE"

"CARRY ME BACK TO THE LONE PRAIRIE"

"THERE'S SOMETHING ABOUT A SOLDIER"

"ONE MORNING IN MAY"

"CHRISTMAS NIGHT IN HARLEM"

MILLS MUSIC, Inc.

JACK MILLS, President

CHICAGO
Murray Staub
75 W. Randolph Street

1619 Broadway, New York

PHILADELPHI
Sam Myerow
4805 Gransback Street

CINCINNATI
Leonard Wilson
1m and Central Parkway

Prof. Manager, CHAS. WARREN

LOS ANGELES
Bobby Gross
4244 Degnan Boulevard

RUDY VALLEE

You Are an American Institution

Not because you are a major "plug" for any song—that would be too obvious!

Not because you are a performer who has remained on top —although you deserve it!

BUT BECAUSE your showmanship, your faculty of gauging public taste, your ability to pick talent as well as songs, has been one of the most important factors in the amazing development of radio as an entertaining medium!

**DONALDSON, DOUGLAS
and GUMBLE, Inc.**

HARRY LINK, Prof. Manager

SUGGEST

"THE HOUSE IS HAUNTED"
Outstanding Hit of Ziegfeld Follies

"I'M DANCING WITH THE GIRL OF MY DREAMS"

"I WISH I WERE TWINS
(So I Could Love You Twice As Much)"

"SWEETHEART OF MY CAMPFIRE DAYS"



*You know how I feel Rudy:
always grateful to you*
*Sincerely
Joe Penner*

I SHOULD SAY

RUDY VALLEE
IS AN AMERICAN INSTITUTION

Best Wishes

AL TRAHAN

RUDY VALLEE—AN AMERICAN INSTITUTION

E D D I E S O U T H

"THE DARK ANGEL OF THE VIOLIN" and his INTERNATIONAL ORCHESTRA

ITY OF PAYING THEIR RESPECTS TO

RUDY VALLEE

THIS WEEK (MAY 11)

ALBEE

B'KLYN

NEXT WEEK (MAY 18)

PROCTOR'S

NEWARK

Management, SAMUEL SKOLNICK, Salisbury Hotel, New York

WEEK MAY 25

PALACE

NEW YORK

Congratulations RUDY

NBC IS GIVING ME THE AIR TOO 8-9 P. M. EVERY SUNDAY NIGHT OVER WJZ NETWORK AND EVERY THURSDAY NIGHT FROM 7:15-7:30 P. M.

ED LOWRY

NBC ARTISTS BUREAU
HAROLD KEMP

TO RUDY VALLEE

*In Deep Appreciation—
From His Little Protege*

AL BERNIE

PARAMOUNT, NEW YORK

This Week (May 11)

Extending my sincere best
wishes to Rudy Vallee—a
friend and master showman.

PHIL HARRIS

PARAMOUNT, NEW YORK

This Week (May 11)

ALBEE, BROOKLYN

Next Week (May 18)

TO RUDY VALLEE THANKS FOR YOUR CO-OPERATION SAXON SISTERS

Featured with THE TERRAPLANE TRAVALCADE
Saturday 10 P. M., WEAF—NBC Coast to Coast Network

AN ORCHID TO "RUDY" "EDDIE" DAVIS

1650 BROADWAY

ORCHESTRAS

NEW YORK CITY

THANKS TO RUDY VALLEE MARGUERITA PADULA

"TRIPLING"
FLEISCHMANN YEAST WEEKLY
Opening Pavilion Royale, June 28—Opening Manhattan Beach, July 1st

TO RUDY THE BEST TO THE BEST

RICHARD HIMBER

GEORGE BEATTY

WISHES TO EXTEND HIS SINCERE BEST WISHES TO

RUDY VALLEE

A FRIEND AND MASTER SHOWMAN

THIS WEEK (May 11) MASTER OF CEREMONIES FOR THE RKO ALBEE, BROOKLYN

Direction, PHIL OFFIN

ROYAL COMMAND PERFORMANCE

From London:
Sustaining
15 Min.
WABC-WJZ, New York
Listening to the radio last Tuesday (8) this long distance relay skipped over the water, with far better technical definition than most other international broadcasts. It was interesting as far as it went. Both NBC and CBS had it and each chain muffed in ignoring the theory that it was either worth at least a half hour or nothing. The networks gave it 15 minutes, meaning that the subject was just warming up when it was cut off.

London's annual Command Performance in charity event distinguished by the presence of the King and Queen. This year it was held at the Palladium, and British Broadcasting only had time to open up its theatre mikes for the arrival of their Majesties and an orchestrated prolog. None of the acts on the bill reached an American ear.

Event was particularly clear and free of interference, so much so that it planned for international commercial programs enjoy the same break their success seems assured from the novelty alone. This particular affair was not the usual annual elements and then a sojourn in the BBC studios with a house orchestra fiddling away precious minutes because the Palladium performers were not ready to start. An unannounced switch to the theatre followed, in turn trailed by the customary "God Save the King." After which the recitative prolog, having a musical background which recalled several famous British music hall names. BBC then changed course and then the usual annual elements and then a sojourn in the BBC studios with a house orchestra fiddling away precious minutes because the Palladium performers were not ready to start.

Unquestionably marked by its technical excellence the broadcast also evidenced a certain laxness by BBC in allowing the mikes to wander about, informing listeners of its destination. Instrumentally the occasion was particularly partial to the percussion section, coming through even to their tones.

CHEVROLET PRESENTS
Victor Young, Alexander Grey
Banda, Songs
30 Min.
COMMERCIAL
WEAF, New York

Curious situation that has developed in this Chevrolet backed half hour over NBC's radio. For many nights it is that the imitator has done a decidedly crack bit of improvement over the original. The original is Wayne King, who fills a parallel segment of the CBS "Lady Esther" program on CBS.

C. E. Coyle, in taking over the presidency of Chevrolet, decided that soft romantic music of the King school would be a good thing as radio fare than the diverting dices of Jack Benny and the comic's stooge phalanx. Coyle had his ad rope, the Campbell agency, and the Campbell agency for King's services, with the negotiations going so far as to offer to buy out the bandman's contract from Lady Esther. And the next move was to engage a leader who could simulate the King style of despatch.

In picking Victor Young for the assignment Chevrolet did no more than acquire an imitator. With Young the slow tempo and subdued, easily flowing mood is nothing new. Rated as one of the finest arrangers in the country, Young has been always been for giving the major play to the string and wood instruments. But regardless of all this Young at the present time is as much a Chevrolet product as King. He is patently designing his repertoire along Wayne King motifs and lines. And as far as general musicianship is concerned, King of the air-softening melody concerned Young has created something that tops the King level by a wide margin.

Young's idea started off with nothing but band music. Recently the program took to guest warblers. Last Sunday night's (13) designs from this category was Alexander Grey. In keeping with the program's theme Grey did a couple of romantic ditties of the syrupy sentimental genre. It is obvious that the sponsor likes to have one of his old favorites, and in Young favored him with "Meet Me Tonight in Dreamland" for the fadeout composition of the past weekend's repertoire.

Marking this 30-minute affair is the brevity of the plug. All the copy has to say is, "This program is brought to you by the dealer in your community who represents Chevrolet, the car with the knacker wheels."

IRVING BERLIN
Lyricist Reminiscences
COMMERCIAL
WJZ, New York

Irving Berlin is doing five Sunday nights (9 p.m. EDT) for Good Gulf. He follows Will Rogers and George Jessel in their demonstration that the auspices behind this program have a canny sense of values. For Berlin draws upon the rich treasure of his former and multiple hits, with the aid of an adroit and sly continuity weaves into a pleasant whole and creates a program of considerable unctiousness.

Songwriters are of course old hands at personal appearances wherein they revive samples of their old numbers. In theatres the identifying strain of an erstwhile best-seller when rendered by its composer invariably provokes applause of recognition. It does not, however, appear that any program quite like the one proffered by Berlin has been heard on the kilocycles heretofore.

Approached the microphone with an apprehension amounting to terror. He signed months in advance of his debut at the time he was to worry about what he would do and how he would do it over the air.

As a performer Berlin is not the greatest. But he gets by his blinding voice success. Meanwhile it is the Berlin legend, the Berlin resources musically, and the Berlin brand of showmanship, that makes his work with the military distinctions removed glowingly sang, "I've Got My Captain Working For Me Now."

A typical instance of the sort of thing Berlin is offering is the "I've Got My Captain Working For Me Now." During the war, his violent antipathy to cantonment discipline and early hours resulted in "Oh, How I Hate To Get Up in the Morning." This led naturally into the poetic justice of the demobilized private working with the military distinctions removed glowingly sang, "I've Got My Captain Working For Me Now."

Replacing Radio Harris and her screen celeb interviews on this Friday night, the program includes WGN, Chicago, and WLV, Cincinnati, is the team of Block and Sully. Fair got the assignment, which is for a minimum of four weeks.

Block and Sully, who have made as stooges for Eddie Cantor on a couple Chase and Sanborn shows.

Friday's (11) appearance was the second for the duo on the dentifice's series. On this occasion Block and Sully were provided with their own stooge, Teddy Bergman, who, perhaps might be taken as indicating progress. Block and Sully borrowed a leaf from Cantor's book on "broadcast studio deportment" and dressed their stooge up in a suit and tie to the studio side-line bunch Bergman in femme togethery may have been funny, but to the rocking chair element the idea of a female voice being referred to as "my sister" must have been more confusing than diverting.

Punch and bolstering that Cantor gave Eve Sully's Helo dialecting at WBT, formerly had a question and answer period that he went on to the radio, the radio, the radio house for the normal dribble of letters in the station's mail, making this, that and the other. It was crowded with the radio, the radio, the radio.

Mail asking what had happened to the question and answer man was sufficient to warrant recalling the same service in a new spot. Billed as the "Radio Oracle," Shadwell supplies information about programs, their history and their sponsors; stars, their private lives and their biographies.

Oregon on Parade
Will Osborne's vocalizing and instrumentation are the only items remaining from the original Rebeco setup. But it makes it quite pleasant for the ear.

CLIVE BROOK, LOIS WILSON
"3-Cornered Moon"
30 Min.
COMMERCIAL
WJZ, New York

Charles R. Warner Co. has picked a natural in this program idea for the "3-Cornered Moon" of deodorant. With the femme element as the target of interest, there could hardly be a better combination than a bright, lively, and charming woman and a picture name around which to center the romantic attention. If the series can maintain a high level of interest, it will be a sample of (9) it should have little trouble slicing off for itself a hefty Wednesday night (8:30 p.m. EDT) listening percentage.

Non-the opening stanza the producers tagged one that was right up Clive Brook's alley. It was Michael Arlen's "3-Cornered Moon." As arranged by Brooks and Lois Wilson the dialog shimmered with the sort of sparkle and wit that passes for smartness with the female sex. That once made of Arlen a topper.

This is the first of a series of 30-minute programs emanating from the Loeb and Loeb studios under the group title of "Love Stories" to headline name film personalities on successive weeks.

So far there are 13 programs, all tab editions of stories by well-known authors. The initiator was by Michael Arlen. Succeeding ones are by Lewis Carroll, "The Road to Beach," Ben Ames Williams, Royal Brown and other popular book and magazine writers.

Outstanding feature of the program is that it is the first real attempt of a commercial to utilize film talent on such a wholesale scale. Contracted by Non-the Loeb and Loeb studios, among others, are Leslie Howard, Edmund Lowe, James Dunn, and Roland Young.

It is evident that the account hopes to build an appeal to listeners from the film name angle, but type of material should also have a pull, especially to the women and the studio's boys.

Initial contribution leaned a little toward sophistication: Lead called for an English lord and Brook seemed to have the right tone for the mike in this spot. Miss Wilson was cast as a girl from Birmingham, Ala., and was oke but for an apparent occasional straining to get a Southern accent across.

Jimmy Fidler, Coast chatter writer and p.e., contributes the introductory remarks to the "3-Cornered Moon" boyish trill. He himself is introduced as the "Voice from Hollywood."

For the plug there's an attempt to make an appeal to listeners by dual thought expression. Girl opens with a greeting to a friend, raving over how well the latter looks. There's a second boyish trill. The girl's voice dropped to a slightly lower register, tells what it really thinks about the person greeted. And it's all due to the latter's failure to be the right deodorant!

Announcer takes up the cudgel at this point and urges the listener to keep immaculate and odorless with Non-the Loeb and Loeb studios. The device misses fire by a long shot.

RADIO ORACLE
Clair Shadwell
15 Min.
Sustaining
WBT, Charlotte, N. C.

Shadwell, one of the announcers at WBT, formerly had a question and answer period that he went on to the radio, the radio, the radio house for the normal dribble of letters in the station's mail, making this, that and the other. It was crowded with the radio, the radio, the radio.

Mail asking what had happened to the question and answer man was sufficient to warrant recalling the same service in a new spot. Billed as the "Radio Oracle," Shadwell supplies information about programs, their history and their sponsors; stars, their private lives and their biographies.

Oregon on Parade
Will Osborne's vocalizing and instrumentation are the only items remaining from the original Rebeco setup. But it makes it quite pleasant for the ear.

MME. ERNESTINE SCHUMANN-HEINK
Songs
15 Min.
COMMERCIAL
WENE, Chicago

Once weekly for food this and old lady of the opera stars hits the ether for 15 minutes on Sundays. There is so much background, so much color, so much sentiment concerning Mme. Schumann-Heink that the actual program itself must necessarily play second fiddle to the personality of the performer.

It is a program that cannot be viewed coldly or analytically. It is suffused with the warmth of the lady and the sentimental reverence which surrounds her.

For Gerber's baby food she is a great personality and one that must attract a host of listeners. Even the most giddy of the flapper listeners must become respectful to the name of Schumann-Heink.

And yet this program is hardly aimed at the flapper. It is for mothers and parents everywhere, and presumably the parents in the up-to-date socially and financially. Those are mothers who regularly consult medics on the diet for their children and who care for the rearing of their children. For these people Mme. Schumann-Heink is a natural. Known as a wonderful mother, a great singer, she has an accumulation of sentiments that makes this program dovetail perfectly into the purpose of the commercial.

In her 15-minute program, Schumann-Heink takes the entire range of song, religious, classical, operatic and folk tunes. Her voice is remarkable for a woman of her years. It still retains its warmth and its softness.

Erwin-Wassey agency has an excellent bet here from all angles.

REXALL'S MAGIC HOUR
With Ohman & Arden's Orchestra,
Jane Froman, Don Ross and The
Jazzmen
15 Min.
COMMERCIAL
WGTV, Schenectady

A series of waxes pressed for the Rexall-Over Drug Stores to advertise one-cent sales. Same talent lineup, with the exception of Rolfe, and the same arrangement, on a program extending were used on a group of platters, heard over WGTV some months ago. The mistress of ceremonies is a "Little Fanny," who in the person of a young woman with a rather babyish voice, represents the extra cent for which merchandise can be purchased.

Discs carry more than the usual quota of "names" for a morning household shot, and the artists deliver in competent if not sensational style. The programs move along swiftly.

Following the theme, in which the performers do snatches of their music, Jane Froman and Ohman and Arden push down the black and whites smartly with their orchestra. Then the quartet harmonizes. The boys work together who talk in the present batch of discs they do not offer as many novelty bids as they did on the former series.

After Ross warbles pleasantly, Miss Froman, who receives a "big build-up" as a star of Ziegfeld "Follies," sings a number. On one or two waxes Ross and Miss Froman are dubbed in "vis-a-vis" in "The Follies," duet briefly. Incidentally that show is given plenty of plugging, even to a mention of the W. G. Arden orchestra, who talk in the present batch of discs they do not offer as many novelty bids as they did on the former series.

Records are a pretty good job from all angles.

FILLSBURY'S PARTY LADY
Talks
5 Min.
COMMERCIAL
WGTV, Schenectady

The Party Lady is heard thrice weekly, on five-minute spots sponsored by the Rexall-Over Drug Stores in behalf of its Minute-Mix. Broadcasts are not announced as electrical transcriptions, but the music is heard on the radio. Apparently filters through the mike via the wax route. Too, the Party Lady is an unusually smooth talker, for a local housewife, and her manner of one who "belongs," making suggestions about parties, dinners, etc. It is probable that she is a woman who talks in the present batch of discs they do not offer as many novelty bids as they did on the former series.

Stunt announcer speaks before the start of the "Party Lady's" brief talk. Diners are requested to address her, at Minneapolis, for further information about parties, etc.

EIGHT O'CLOCK REVUE
With Leopold Spitalny, Ed Lowry,
Grace Hayes, Ryan and Nobletti,
Anita LaPierre, Elaine Arden,
Newell Chase and John Young.

One Hour Sustaining
WJZ, New York
This sustaining period is WJZ's most popular. WJZ's Chase and Sanborn hour. And extremely effective opposition. There was a great deal of merit packed in the sustaining 60 minutes, on the whole, were, perhaps, moments to ward the end when the pace was uneven and results uncertain.

Originally launched under the title "Kaleidoscope" and changed to "Talk of the Town," the program billing is poor. It's an 8 p.m. sort of Sunday night and some sort of a distinctive title is imperative. Obviously "Talk of the Town" or "Around the Town" or "Kaleidoscope" is a bit lacking the suggestion of smartness that the program often strives for.

Leopold Spitalny, the former Chicago theatre maestro, is doing a crack-jack job here. Paley he does a great deal of time and thought to the arrangements. They reveal finesse and imagination. Spitalny fills in the places that need filling (several) during the hour, any uniformity and the musical department at all times stands. Spitalny is certain to attract favorable comment by the musicianship he is displaying.

Lots of comedy on the program. First is Eddie Lowry, picture theatre m.c., who has previously done a radio version of his act. He is in Chicago. Lowry is versatile. He sings well, especially a certain type of song. He is a story-teller and a rager of vast experience. As for comedy, he is a natural. His ascription on a commercial program would seem not too improbable. It's primarily a matter of the right program idea.

NBC hopes to sell this hour as is and complete. It would be, as is, a good buy. But advertisers seldom buy as is. There would be a lot of juggling over a completed show.

Grace Hayes is as good on the air as in vaudeville. Which is a high compliment, because she's plenty slick and her voice is a melodic voice and pines shimmered across the ether. Newell Chase accompanied her.

Jim Ryan and Irene Nobletti, who have well-learned whatever there is to the alleged mystery of microphone technique, are newly back to Manhattan, from whence they were banished for a few weeks. Now they're a radio act that probably makes "personal appearances." They have developed a strong comedy. Fair nicely suited to the radio. Fair was the air in San Francisco some time prior to their recent return act.

A gal that will be easy to sell, or should be, is Elaine Arden. She's also theatre-trained, and she's a female Greco, and she out-Glivos Glivot. Her stuff is good and her delivery and tempo excellent. She grabbed a lot of giggles. Novelty of a woman dialectician alone assures her welcome. From Chicago is Anita LaPierre, who sings with individualism. John Young announces.

TIVOLI BREWERY
Fred Schmitt's Orchestra
Instrumental and Vocal
30 Min.
COMMERCIAL
KQ Denver

On the return of big programs to Denver stations, Fred Schmitt and his orchestra opened a series of half-hour broadcasts by the name of "Western Aristocrat." And with Schmitt's popularity, being the best known orchestra leader in these parts, together with the quality of his music, this program will have the biggest listening audience of any local and many a national program.

Control Beer, sponsor after listening to numerous tryouts of this and that program, chose this as the idea of what was needed to put a smack and flavor into the ether with a new twist to the top off a few more thousand bottles of their products.

Always popular for his arrangements of medleys in Denver theatres, was but a natural choice of a beer should make his radio bow on a program of this kind with a medley of "Best Songs of the World." Clarence Moore, announcer, acts the part of the "Western Aristocrat," which is the trade name of Tivoli beer. Moore has a deep, chesty voice, well suited and injects hearty humor and entertainment on a par with the rest of the program. A femme trio harmonizing and a duo who do some exceptional yodeling and warbling assist in creating the necessary naturalness of a beer garden. Schmitt steps out of his part as a orchestra leader long enough to play "Sweet Mystery of Life" on the violin. He knows his mike technique and he knows the first radio performance and is a master at coaxing those delicate and dramatic tones from his fiddle. Fred has been cheating the public by not playing more solo.

Radio-Theatre Idea No Click

Fanchon and Marco Find It Hard to Buck Free N. Y. Broadcasts

Fanchon & Marco's radio-theatre idea didn't materialize in the east and so Bob Collier from the Los Angeles home office of F&M has gone back to the Coast. It was Collier's pet idea that visual broadcasting programs could be capitalized from both ends—the regular commercial radio show and at the box-office in the form of an admission for seeing how a program is actually broadcasting from a stage-studio.

Roxy theatre on Broadway, which F&M operates, was the setting for several such experimental air shows. A couple of 'em were commercially sponsored but somehow the idea

never got far. The renewed life which the broadcast theatres assumed as via CBS' own Hudson theatre studio, etc., further stymied the idea, educating the public to pay for seeing a radio show being put on the air.

Collier returns to the F&M h.o. in L. A. for another radio assignment. He has had better success with the idea on the Coast.

McGrath Sticks to Fights

Washington, May 14. Jim McGrath, NBC mickman, will announce local wrestling matches despite the fact they are now on WJVS, Columbia outlet.

Matches have been kicked around between all local stations for three years, but McGrath has gone with them despite other affiliations.

Hudson-Essex Leaving

Hudson-Essex combination has handed out notices to the cast of its Saturday night show on NBC's red (WEAF) link, effective with the May 26 broadcast. Motor company's contract for time has several weeks to go beyond that date.

Auto brand has also a program Tuesday night, over the blue (WJZ) loop. This setup remains as is. Affected by the notice are regards Saturday are Eddie Bruce and a Lennie Hayton combo.

Dave Olsen Up at WCAE; MacGregor's KDKA Job

Pittsburgh, May 14. New program directors have just been appointed by Pittsburgh's two leading stations. Dave Olsen, long a staff artist at WCAE and station's sound-effect man de luxe, succeeds Ed Harvey, recently transferred to WISN, Hearst station in Milwaukee, taking over his new duties at once.

At KDKA, Sherman MacGregor, who has been doing free lance radio work in the east, replaces Claude Morris, who resigned recently to go to New York for dramatic work.

Another departure from WCAE is Jean Shirie, private secretary to Jesse L. Kaufman, until recently general manager of station. She goes to New York to rejoin her old employer, who is now an executive of Hearst Radio Service.

Frisco Bay District Broadcasters Elect

San Francisco, May 14. Northern California Broadcasters' Association, comprising station managers of the bay district area, this week elected Preston Allen, of KLLX, Oakland, as chairman, and Art Westlund, of KRR, Oakland as secretary.

Term is for three months, and Allen succeeds Ralph Brunton, of KJBS, Frisco.

At the meeting a committee was appointed to mull over the feasibility of opening offices and naming a permanent secretary for the body. Action is expected at the next monthly pow-wow.

New Business

NEWARK, N. J.

Empire Gold Co., adding Wednesday night quarter-hour to its present Monday night series, for nine weeks, five minutes, partly recorded. WOR.

Noxon, Inc. (Noxon Cleanser), 13 weeks, Mondays, Wednesdays and Fridays, five minutes, Home Decorating with Christine Ray. WOR.

Polaris Co., Inc. (aunburn remedy), 12 weeks, beginning June 11, five minutes Thursday and Saturday a.m. WOR.

Dr. Miles Laboratories, Inc. (Alka-Seltzer), 10-week renewal, Sundays, Tuesdays and Thursdays, 15-minute recordings, "Comedy Stars of Hollywood." WOR.

BOSTON

Providence News-Tribune, three announcements on Merry-Go-Round started May 3. WEAN.

Kenley-Kimball Co., renewed sponsorship of time signals, started May 7, through Scott Agency, Boston. WNAC.

Buick Motor Company, five announcements on Merry-Go-Round, started May 7, through Campbell-Ewald. WNAC.

Jordan Marsh Co., 24 announcements started May 5, through Harry P. Frost, Boston. WEEI.

Big Bear Market, 24 announcements in Evening Tatler, started May 7, through the Greenleaf Agency, Boston. WEEI.

Dodge Motor Car Co., six announcements in Evening Tatler, started May 7, through Campbell-Ewald Co., Inc., Detroit. WEEI.

Community Dentists, 52 15-minute programs, started May 10, through Salinger & Publicover, Boston. WAAB.

Thomas System, sponsoring baseball scores daily including Sunday for 151 times, started May 3. WAAB.

Regan, Kipp Co., 78 temperature broadcasts, started May 7, through Broadcast Advertising. WAAB.

New England Steamship Co., 42 announcements on Merry-Go-Round, through Wendell P. Colton Co., New York, starting May 23. WICC.

Whittemore-Cleaver, 56 announcements on Merry-Go-Round, through Ingalls Advertising. WNAC.

Great Atlantic & Pacific Tea Co., renewed 13 15-minute programs through Radio Broadcasting Co., Boston, started May 4. WNAC.

Big Bear Market, 36 temperature readings, started May 7, through Greenleaf Agency. WNAC.

Reo Motor Car Co., 24 announcements on Merry-Go-Round, started May 7, through Maxon, Detroit. WNAC.

Chamberlain & Co., six 5-minute programs, through Hoyt Agency, started May 19. WNAC.

LINCOLN

Gardner Nursery, Seattle. Series of five-minute electrical transcription. KFAB.

Wilke Baking Company, 13 35-spot announcements on KFAB for a year.

Capitol Beach, daily participation in Times and Times WFAB and nightly orchestra pickup from ballroom over KFAB.

Brandt's, 49 spot announcements. KFAB.

Buick Motor Company, 30 spot announcements. KFAB.

Watchtower, one 30-minute electrical transcription Sunday. KFAB.

Krug Brothers, baseball scores each evening through summer over KFAB.

Town Talk Baking Company, daily announcements for one year. KFAB.

Cloze & Schneider Haberdashers, series of one-minute announcements on opening of new shop. KFAB.

Fred Hays BarBQ, nite announcements for six months. KFAB.

Leader Beauty Shoppe, 13 spot announcements over KFAB.

PITTSBURGH

Claffey's Beauty Salon, three announcements daily, except Sunday, for 4 weeks. Placed direct. WWSW.

Giles Furniture Co., six announcements. Placed direct. WWSW.

Hudson Chevrolet, Inc., one announcement daily except Sunday for four weeks. Placed direct. WWSW.

Best Gas Shop, six announcements. Placed direct. WWSW.

Independent Wallpaper Co., three announcements daily except Sunday for two weeks. Placed direct. WWSW.

Northeast Radio Advertising Co., three 6-minute discs in interests of Gardener Nursey Co. WWSW.

DENVER

Wolf Beer, 30 mins. weekly, 6 months, KOA.

Harry Rufface Theatres, radio movie repeats 5 mins. daily exc. Sun. indefinite. KOA.

Doran Coffee Co., 140 one-min. spot announcements. KOA.

Buick Motor Co., 18 one-min. spot announcements. KOA.

Chevrolet Motor Co., 48 one-min. spot announcements. KOA.

B. K. Sweeney Electrical Co., Thor Washers, three announcements daily exc. Sun. indefinite. KFEL.

Model Furniture Co., 28 mins. daily exc. holidays and Sun. one year. KFEL.

Channings Restaurants, announcement daily, one week. KFEL.

Golden Eagle Sales Dept., five announcements daily, one week. KFEL.

Lincoln Liberty Life Ins. Co., five announcements Sunday, one day. KFEL.

Barnett Wrecking Co., three announcements daily exc. Sun. one year. KFEL.

Hopper, Furrier, 25 night spots and (Continued on page 58)

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: BOYS' BASEBALL SCHOOL KEX, PORTLAND, ORE.

Sandlot Champions Portland, Ore.

A school to teach baseball! As might be expected the idea when actually carried through, was irresistible to the kids around Portland. Fully 2,000 rushed to register and the stunt has all the earmarks of a big success.

It's a three-way tieup between Station KEX, the sports page of the Oregonian, and Thomas L. Turner, president of the Portland baseball team of the Pacific Coast League. Kids show up at 9 a. m. every Saturday morning at the ball park and receive instruction in the fine points of baseball from Carl Mays and other team members.

It's promotion, of course, but it's good promotion, designed to popularize the exclusive baseball broadcasts and to increase the circulation of The Oregonian. It costs the pupils nothing. Added inducements are: All boys registered in the classes receive free admission cards to all Portland home games played on Saturdays; at each Saturday morning class autographed baseballs will be given to the "best" baseball students; and finally, at the end of the 12-week school, the prospect adjudged the best will be awarded a free two-week trip with the Portland baseball club.

Continued interest in the school will be maintained by special talks during the KEX baseball broadcasts and by publicity in the sport section of The Oregonian.

At the end of the training period, one team chosen from the school will meet the "Oregonians" in a private team of 15-year-olds. In a series of three games preceding coast league games played here.

Credit for organization work goes to the assistant manager of KGW-KEX, Rolfe Truitt, KGW-KEX announcer assists Carl Mays each Saturday morning giving instructions over the field's loudspeaker to the horde of 2,000 assembled on the grounds.

Two sand lot baseball experts—school boys—traveled 200 miles from Umatilla, Oregon, to attend the opening session. Others came from closer points in northwest Oregon.

Penrod, Pass the Opium!

Pop-eyed fantasy is poured into Cocomalt's "Buck Rogers" serial (CBS) in such extravagant doses that adults must find themselves

perplexed and the adolescent capacity for imaginative "Right Right" now the sinister Professor Smith, a confirmed misanthrope, is plotting to express his distaste for the world (as it is, 1,000 years hence) by destroying it.

Here, obviously, is something to strain the youthful imagination to the bursting point. Destroy the world, a universe of evil, bring the heavens tumbling down, press a button and make a hillbilly out of Jupiter. It's enough to plant strange seeds in impressionable minds.

Meanwhile the incredibly gifted youth, Buck Rogers, and his strictly scientific sweets, Wilma, match the evil professor's distasteful molecular propulsion ray with their own devastating physic restriction knoter-upper. It's a prize-winning display of empty syllables and a nightmare at twilight.

Olsen and Johnson Tie-Up

Hearst's KYA made a slick tie-up with Olsen and Johnson's "Take a Chance" musical comedy, and Tilton's, local clothing store, that was a natural all around for guaranteed satisfaction.

KYA sold three night periods to Tilton's, who sponsored a line right to the Columbia theatre. On opening night Olsen and Johnson broadcast the proceedings from the theatre lobby, and following two nights did the air periods directly from the theatre green room.

WMAZ Sells Spelling Bee

Macon, Ga. WMAZ has just completed for the fourth consecutive year its annual county-wide spelling bee with the Bankers Health and Life Insurance Company as sponsor of the event.

Board of Education co-operates each year by having 18 grammar schools in the county each pick two best spellers. For half-hour periods on three succeeding nights the selectees take the mike and go through the process of eliminating one another. Those that remain at the end of the three half hours split up the prize money, furnished by the contest's backers.

After the win was divided among 16 spellers, Jack took the station put on an extra half hour to crown the champ but at the end of this period there were six youngsters still in the state. Superintendent of Schools designated one super-

visors from his staff to do the judging, while a prof from the local high schools calls off the words to be spelled.

Theatre-Station Divvy

Lincoln, Sturt showing "Tarzan" made a pretty neat display tieup for KFOR, radio station here, since the latter is carrying the wax Tarzan of the Apes and its sponsor has provided images of all the animals and the man thing, too.

KFOR placed a big display board in the lobby of the theatre with all the images thereon calling attention to the program, the sponsor and the radio station. In turn, the radio station each night before and after the program went on the air gave the picture a plug. A mutual aid idea with no dough involved and sold nicely.

THE ARMOUR ★ JESTER

PHIL BAKER

EVERY FRIDAY EVENING
WJZ, NBC NETWORK
COAST-TO-COAST

NEW YORK 9:30-10 P. M.
CHICAGO 8:30-9 P. M.
D.S.T. WJZ
Thru Station WJZ

HARRY McNAUGHTON

ALIAS "BOTTLE"

THE ARMOUR HOUR
Coast-to-Coast
Every Friday Evening

NEW YORK 9:30-10 P. M.
CHICAGO 8:30-9 P. M.
D.S.T. WJZ
Thru Station WJZ

Permanent Address, TAMM'S CLUB,
150 West 44th St., New York City

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COAST-TO-COAST
CBS

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PORTLAND HOFFA
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"ROBERTA"
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Jack and Loretta Clemens

WJZ
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S
FLOOR WAX
Direction
NBC Artists Bureau
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ROY FOX AND HIS BAND

CAFE de PARIS
LONDON
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FRANK PARKER

Featured Soloist
A. & P. GYPSIES
GENERAL TIRES

First Toner with
THE REVELLERS

LEO REISMAN

ENTERS HIS
FOURTH CONSECUTIVE
RENEWAL ON
PHILIP MORRIS

WEAF, Tuesday, 8 P. M.

Editors' Cantor Problem

Don't Know Whether to Sue or Not Over Comedian's Stories on Critics

To sue or not to sue has the New York radio editors in a stew these days against Eddie Cantor, the defendant-to-be or not to be. It's all because of Cantor's now well known peeve against the metropolitan radio columnists, editors and chatters—whom he has on occasion panned for sundry reasons. It came to a head in a published story wherein Cantor attacked the 'honesty of purpose' of all the N. Y. radio editors with the exception of one.

This caused Ben Gross, radio editor of the N. Y. Daily News, Mike Porter, radio columnist of the Journal, Tom Brooks (Porter's superior and radio editor of the Journal), et al., to decide to sue for libel. Gross, a Dixie drawer, consulted both his editor and the lawyer for the News. Porter's editor, Ed Curley, of the Journal, said he didn't care one way or the other—it was up to Porter and Brooks and if they felt they were hurt they can do whatever they wanted to and he'd back 'em up.

Porter's attitude is as it has been for some time, so far as Cantor is concerned—ignore the comedian and keep his name out of his column. Porter is with Gross and anybody else among the radio eds but he also feels this is a shrewd means whereby Cantor may keep himself alive in other circles while he's in Hollywood making his Sam Goldwyn picture and up until his return to the air next fall.

Porter would rather the radio eds

didn't play into what he deems Cantor's publicity plans but that they all continue slighting the comedian entirely, especially in view of the alleged insult on their profession.

Cantor's fair-haired radio editor was first thought to be Alton Cook, comparative newcomer as radio editor of the N. Y. World-Telegram. But it develops that Cantor expressed himself as meaning the American's ether writer, Louis Reid. Another complication to the suit is that Cantor's interview with that 'honesty' crack appeared in Radio Guide, weekly fan mag, in which Moe Annenberg has become interested.

BURNS & ALLEN REWEL

Gen. igar Deal eans 3 1/2 Yr. Stretch On Air

General Cigar has extended Burns and Allen until June 1, 1935. Original extension for next season ran until December, '34, but this was torn up and replaced last week by the lengthened stretch. New deal set with J. Walter Thompson by the William Morris office.

Extension will give the comedy team a solid stretch of three and a half years on the air, except for a one-week layoff and time out for summer vacations.

Jeff Gill Tours

San Francisco, May 14.

Changes in the staff of Don Lee's KFRC have Jeffrey Gill, tenor, bowing out of the station this week to go on a recital tour through the Southwest enroute to New York. He'll carry an accompanist and p.a. with him.

Station has taken on for spot programs the Bluettes, fem vocal trio—Marian Peck, Meredith Gregor, Theresa Aeger—who were formerly at NBC, and is using Midge Williams and a colored choir on the Blue Monday Jamboree.

Lasses White Sponsored

Nashville, May 14.

Lasses White Minstrel show on WSM, for the past two years, sold to the Standard Oil Company of Louisiana.

First sponsored broadcast was May 9 at 8:30 CST. Witnessed by several hundred officials and representatives of the Standard Oil Company following a banquet at the Hotel Hermitage in Nashville.

Ballou Quits KMTR

Hollywood, May 14.

Dave Ballou has resigned as program director of KMTR.

He leaves June 1, but a successor has not been appointed. Ballou has been at the station six months, going there from KNX.

Hot Numbers from Mexico Irk San Diego Moralists

San Diego, May 14.

Squawks have been received by local newspapers against hot discs played after midnight on Tom and Jerry program, XEEB, Agua Caliente.

Guardians of the community's morals point to two numbers as chief offenders—'Was I Drunk, Was He Handsome and Did My Ma Gimme Hell?' and 'Gimme Some!'

Baseball Clubs Permit Hourly Announcements

Chicago, May 14.

With stations finding it difficult to clear entire two and three hour runs for baseball play-by-play accounts and the clubs themselves generally opposing running stories of the game, radio is now working on a new baseball score policy. Stations are selling announcements two and three times during the afternoon to keep the fans posted on the score at the end of the third, seventh and ninth innings.

Whistles which has been particularly hot for baseball spots this summer has contracted through the Blackett-Sample-Hummert agency here with WBS in Atlanta for a thrice daily baseball scores. Will get announcements at 3:00, 4:00 and 5:15 p.m. Besides simple scores the station will broadcast line-up, switches in line-up and general comment.

This announcement plan is regarded by the stations as the best method of getting around baseball clubs' animosity to straight play-by-play broadcasts, and thus far several leagues approached with this system have signified that they would even admit broadcasts from the field itself if restricted to this three-time announcements.

Boxing Ok'd in Capital

Washington, May 14.

Professional boxing matches will break onto a local station for the first time when WJSV airs the ring series bowing in May 28. Considerable interest has been shown in two weekly cards run just outside the D. of C. line but stations have steered clear till the sport was legalized in town.

Spot programs will be sponsored by a local radio store.

Lizzie Arden Extends

Extension of the Elizabeth Arden program on CBS to a half hour starting Tuesday (12) brings with it the addition of Fray and Braggiotti to the regular cast.

New hookup takes in a cross-country alignment of 40 stations.

Little's B.B.D.&O. Break

Continental Baking has renewed Little Jack Little for a second 13 weeks and arranged to give him a Friday night release (9:15 p.m. EDT) on CBS starting this week (18). Account previously had the warbler in a Tuesday evening niche.

Little has turned out 39 more quarter-hour transcriptions for the Niagara-Hudson Power Co. for use three times a week on WBBN, Buffalo; WFBQ and WSYR, Syracuse; WGLC, Glens Falls; WGY, Schenectady; WILX, Utica, and WOKO, Albany. Makes his second 13-week set for the utility outfit.

Both accounts are handled by Batten, Barton, Durstine and Osborne.

Cecil & Sally Waxing

San Francisco, May 14.

Although Johnny Erick, the Cecil of Cecil and Sally, vet radio team, is on a health buildup in Carmel, he and his partner, Helen Troy, are continuing to do their daily transcriptions at the MacGregor-Sollie labs here.

Patrick is writing his scripts on the Carmel sands and coming into town once a month to cut the 26 discs put out monthly to 52 stations by MacGregor-Sollie.

Petry Group Okays Merchandising At Chi Meeting; Station Surveys, Standard Contracts Also Set

Chicago, May 14.

Radio was pushed head-first into a policy of merchandising by the vote of some 34 major stations in a meeting here last week under the Edward Petry banner. It was the annual meeting of the Petry stations.

Stations in general have been battling against the steadily growing trend towards merchandising with no universal acceptance among transmitters of this extra burden. But the meeting recognized the inevitable and capitulated to an out-and-out adoption of merchandising cooperation with advertisers. Which means that the radio industry will probably follow the Petry group and will be sending letters to dealers, posting window displays and generally working behind the scenes for additional sales and distribution for the advertiser.

Merchandising started in radio by scattered stations agreeing to send letters to the local dealers on the station letterhead that the advertiser had bought time on the transmitter. But even in these cases the advertiser agreed to pay for the labor and postage. Stations under the Petry plan will set up an entire schedule of merchandising angles for the advertisers in connection with spot schedules and also state just what charges will be made to the advertiser for this extra job.

Station Surveys
Petry organization meeting also decided to follow in the wake of the NBC by having their stations surveyed for field strength and audience popularity. The Petry organization will handle the job for the stations, hiring a survey-maker to treat all stations similarly to get at a standard type of survey for all stations involved.

Meeting decided on a plan for giving corporations with many subsidiaries an opportunity to bulk time contracts in order to secure the top discount. Also a standard contract in billing for spot advertising, the standard being bill and affidavit on one sheet. Stations all agreed to adopt the standard A.A.A.A. tract.

On the eternal question of local or national rates it was decided that any program or announcements used in more than one city, when the copy is practically the same in all cities, the national rate shall be carried. Also in the matter of morning rates it was voted that this should be established at one-third the night rate for similar facilities and that the minimum schedule for such a rate will be three 15-minute periods weekly.

Lombardo Goes NBC

'Deal is on the verge of being closed for the Guy Lombardo unit to replace Vincent Lopez on the Flough, Inc. show over NBC Wednesday nights. Hookup of this account will have NBC clearing the Lombardos exclusively this summer. It's to be an NBC sustaining wire for them during their stay on the Waldorf Astoria roof.

Lombardos have been solely allied with CBS since WEBB started to pick them up from Al Quodbach's niterie on Chicago's south side.

Lud Gluskin in U. S. A.

Lud Gluskin, American jazz maestro who has performed extensively in Europe, and recorded for Polydor, Parlophone, etc., is back in America and with two air commercials.

He's slated for the General Household-NBC show and the Standard Oil-NBC program in June.

HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA
Conoco Oil Richard Hadnot
Wed., 10:30 P.M. WABO
W32 Fri., 9:30 P.M.
W32
Sat., 12 Midnight WEAP
Mon., 11:30 P.M. Tues., 12:30 A.M.

GRACIE BARRIE

"The Sweetheart of the Blues"
NOW PLAYING
RKO THEATRES

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

GEORGE GIVOT

(The Greek Ambassador of Good Will)

RETURN ENGAGEMENT

FLEISCHMANN HOUR

THURSDAY, May 17

THANKS TO
GORDON THOMPSON

RUDY VALLEE

Sole Direction
Herman Bernie, 1619 Broadway, New York



HENRY THIES
Famed Dance Band Conductor
WLW Staff Artist

After an absence of more than two years Henry Thies—nationally famed dance band conductor—returns to the microphones of WLW to direct the Pure Oil Peppers Orchestra.

Henry Thies has long been accepted as one of America's foremost dance orchestra leaders. The rare musicianship of this gifted conductor, his genius for injecting into popular dance melodies of the day a delightfully original freshness and captivating rhythm, his thorough understanding of the classical masters along with his ability to translate their works into the rhythmic form of the modern dance mode—these are factors responsible for lifting Thies to his present enviable position in the musical world.

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment . . .

Radio Chatter

New York

Burt McMurtre in the State of Washington with his folks, recovering from a nervous breakdown. Gladys Rice guesting on the Packard show this Monday (21). Bob Cowell off to Porto Rico to finish another play.

Nick Dawson doing a hospitalization stretch. It's a recurrence of an old ailment.

Oscar Shaw auditioning a musical sketch for the NBC program board.

Colgate has just Joe Cook under a 52-week contract, renewable in 13-week periods for the account's Saturday night stanza on NBC.

Betty Roberge Weir, wife of Snedden Weir, studio manager of WOKO, Albany, is concert pianist over WOKO every Sunday.

Radio news, especially about WOKO, Albany, and WGX, Schenectady, is getting a new break through the columns of the daily Albany Knickerbocker Press.

Amusement page is split up for radio and theatre items and photos. Incidentally, more work for Royden Rand and Bill Meenan.

Dale Taylor, studio manager; Leo Bolley, production manager; Francis Broich, control room man, and Raymond Morley, announcer, all of WESG, Elmira, stepped aside in favor of four high school boys, who took over their jobs as Youth Week stunt.

WESG, Elmira, is going strong for street interview broadcasts. Danny Dwyer is the quiz man. Lee Sims and Honey Bailey westward for couple of theatre

dates in Detroit and Chicago and guest appearances for Palmer House commercial.

WGN at Chester has a minister, Rev. Ivanhoe McCollum, broadcast descriptive hymn singing.

Schine's Fox theatre at Corning is co-operating with WESG, Elmira, in a season of talent with aspirants appearing in public auditions on the Fox stage.

Forrest Willis, announcer, is rated as the Beau Brummel of the staff of WOKO, Albany.

Reggie Childs orchestra set for a weekly sustainer from Roosevelt over CBS.

Paul White man into Hotel Mount Royal in Montreal before resuming at Biltmore, New York.

Bing Crosby just turned 31.

Creedence Foss and Chester Stratton heard over WNEW Tuesday, Wednesday, Friday at 7:45 p. m.

George Jessel back sustaining for CBS starting June 3.

Ann O'Brien, "kiss of hoboes," and John Allan of Salvation Army debated over CBS whether public should give money to street panhandlers.

Goodrich Tire's "Taxi" serial on NBC with Max Baer is being produced and cast by G. V. Grombach, Inc.

Among those in for the Group Broadcasters, Inc., meeting were John Shepard, Jr., Yankees network; Harry Howlett, KWK, St. Louis; and Wensbury, WGB, WKBW, Buffalo, and Arthur Church, KMBZ, Kansas City, Mo.

This Thursday's (17) will be the last for Nikita Ballet on the Kraft-Phonofilm radio of the clock. Event will complete his four-week contract.

After auditioning for several air projects, Rube Wolfe, Fanchon & Marco m.c., returned to Los Angeles for another theatre assignment.

New England

Sunny South Co., colored tab show touring Vermont, broadcast over WCAX, Burlington.

Washington County Ministers' Association is conducting series of religious programs over WDEV, Waterbury, Vt.

Sid Carley's orchestra heard over WCAX, Burlington, Vt., through remote control.

Every city in Vermont, except three, is now represented on the books of WDEV.

Casa Loma orchestra does season-opening honors next Sunday night at Roton Point Park, South Norwalk; jumps from there to Raleigh, N. C., comes back to New York for Tuesday Camel broadcast and begins summer stand May 24 at Glen Island Casino, New Rochelle.

Will Harrison's band, back from Pennsylvania, will swing again from Bridgeport studios.

Harry Moss handling Marge Hull's WICC orders of Bridgeport.

Carl Loman, director of instrumental trio on Caryl Kelly's WICCasts from New Haven studios, now on a spot of his own leading a full band.

Bridgeport Calvert dramatic group augmenting Clarence Cable's "Lines and Spaces" script cast on WICC.

WBZ Boston broadcast Saturday night the banquet in honor of Capt. Al Williams, Navy speed flyer.

Manager of WEEI, Boston, excuses one mental lapse per month on the part of staff members.

George Hinkel and his accompanist, Arthur Anderson, were in New York the other day for an audition. After playing in a club date they left on the midnight train their audition at 11 a. m., and then took the afternoon train back for their 6:45 p. m. broadcast.

Pacific Northwest

Eddie Jansen, manager of KVI (CBS), Tacoma, just returned from business trip to California where he lined up some new accounts.

Tubby Quilliam, sales manager of KOMO and KJR, Seattle, visited in Tacoma on business.

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Memory

Washington, May 14.

Chief Justice Hughes has even Capital announcers licked when it comes to saying what he intends to over the mike.

Supreme Court boss dictates his speeches, reads "em" and "and" and pays no attention to copy when he gets on the air.

Boys checked him at the American Law Institute spiel last Thursday (10). He only missed three words of copy of talk given out in advance.

Wilson, of station KHQ, Spokane. Dates of the Chicago meeting are May 7, 8 and 9.

Chase Coombs, former Pacific Coast theatre manager, is now engaged in promotional work for KOIN, Portland. He also edits KOIN's "Radio Advertisers."

New Seattle station KJLH broadcasts of new store, restaurant or night club openings. Seems to have become a superstation here that a broadcast of the opening night is essential success.

Most recent "opening" broadcast was Arab Inn—food, beer, music, floor show and Oriental atmosphere—night of May 10.

Used 25-minute floor show broadcast over KGW.

North Coast Electric Company, distributors of the "Norge Rollator Electric Refrigerator," has returned to the air over KOIN.

Helen Ernst and John Emmel furnish two piano melodies and a five-minute dramatization of far-north episodes comprise the entertainment in the three-week series.

"My Kingdom Come," a drama of the average American family, written and directed by Mason Moltzer, seems destined to success on KGW Wednesday nights after four well-received broadcasts.

Billy Sandiford, senior announcer at KOIN, has taken over the "Book of Life" program.

New voice on KOOS, Marshfield, Oregon—"The most westerly station in the nation"—is Fred Brenna, formerly KGW-KEX continuity writer. Brenna went to KOOS as assistant manager.

KGW-KEX visitor was Cliff Engle, of MacGregor and Solie, San Francisco, representatives of Teltry.

All Portland radio stations, including KGW, KOIN, and KEX, have been called into service by the Portland Gas and Coke company for a 15-day special gas range campaign. Plans of sponsors consist of announcements over all city stations for period of two weeks.

George McMurtre is a new member of the KGW-KEX sales force. McMurtre comes to the Oregonian stations from the Chet Crank agency for which he handled the Glimore Oil account for the last year.

Birt Fisher, manager of KOMO-KJR, Seattle, launching a new outdoor motor boat in anticipation of a fleet with H. Maxwell, NBC station relations manager, who is visiting here next month.

Hec Cheving, chief continuity writer of KOL, is slated to go to British Columbia on vacation.

Don Iham, KOL staff organizer, gone paternal. It's a six-pound boy—his first.

KPCB, Seattle, increased to 250 watts.

Ohio

William C. Stoess, musical director of WLW, celebrated the 11th anniversary of his identity with that station, and also his 32d birthday last week. Stoess joined WLW when its entire staff numbered four persons. Today he has more than 150 musicians and artists under his wing.

Joe Chambers, technical supervisor for the Crosley Radio Corp., Cincinnati, is slated as a speaker before radio and engineering bodies since completing supervision of the 500,000-watt WLW transmitter installation.

Joe Chambers will make an address to the Boston Institute of Radio Engineers, May 25, and May 28 he will appear before the annual convention of the Institute of Radio Engineers in Philadelphia.

Joe and Kay students of the Cincinnati Conservatory of Music, have been assigned to a weekly sustaining spot on WSAI for double piano and vocal harmony.

Former is Joe Mason, formerly of WSPD, Toledo. Kay is Kathleen Cornelius, a belle of Cedarville, Ky.

Team has been playing cocktail terrace of Netherland Plaza hotel in Cincy.

Joe Emerson, "father of song," doing evening commercials on WLW, Cincy, back on morning sustaining "Hymns of All Churches" program, daily except Sunday, for that station. Supported by small orchestra and vocal foursome.

Mail Pouch Tobacco Co., sponsoring weekday evening sports spels by Bob Newhall on WLW, Cincy, offering 100 prizes in reserved seats for motor speed races at Indianapolis, Decoration Day, and \$25

with each set, to three persons guessing closest to number of packages of product leaving factory May 21, 22 and 23. Same stunt was used last year and brought heavy response. Newhall interviews some of the drivers on programs originating in WLW a few days prior to the race.

Pennsylvania

KDKA, Pittsburgh, has revived once popular Strollers Matinee with Glenn Riggs as m.c.

Ruth Robin, Pittsburgh gal and sister of Leo Robin, the lyricist, has joined Charlie Barnet's band. She was last here with Huston Ray's orchestra.

Joe Sartory, former sports announcer at WWSW, Pittsburgh, is back in town on a single man via the divorce route.

Nancy Martin, latest discovery of KDKA, Pittsburgh, leading station's artist, now writing, according to Lynn Morrow, p. a.

Fed between two of Pittsburgh's radio editors just as bitter as ever.

Elmer Brinkin, former orchestra director at Penn. Pittsburgh, going to coast with Dave Rubinoff.

Bill Robson, ex-Pittsburgh newspaperman and once on Paramount's scenario staff, now writing continuity for Coast station KILH. He's a graduate of Professor Baker's 47 Workshop.

Walt Framer, once Show Shopper at WWSW, Pittsburgh, but, more recently of KQV, returns to his old spot and station this week.

It's a boy at the Lou Kays, of WIAS, Pittsburgh.

Bill Farran, former KDKA, Pittsburgh, announcer, and now at WNEW, a visitor in town last week.

Maryland

WCMB now, on average, feeding 30 programs weekly to CBS chain.

Charles Warren, mgr. Rex, pic house, sets in some verbal licks on behalf of Vagabonds' coin campaign when he guest-appears during "Globe-Trotter" period over WPBR.

Paul Talarico, concert Steinway, starting new sustaining series over WBAL, Baltimore.

Florence Reed answered the questions for Turner in interview over WPBR, Baltimore.

Harriette Weems, vet legit troupier, speaker-guest on subject, "Mother," over WPBR.

Ed Turner, actor and an etcher of note, has been added to announcing retinue of WBAL.

Clem McCarthy came in from New York to narrate "Freakiness" over WBAL, Baltimore, which piped it over country, via NBC blue web.

John Wilbourne, of local station's staff, spoke the "color" build-up and aftermath of the occasion.

Thomas Bryan George and Ted Husing handled the CBS mike during the "Pimlico classic, Freakiness."

Tennessee

Male chorus of 90 voices, under the direction of Ossian Crockett, broadcast with Sunday afternoon at 3:30, CST, from WSM, Nashville.

Lawrence Goodman, presenting pianologues each Monday night at 7:45 o'clock, from WSM, Nashville.

J. T. Ward, of KAC Nashville executive, to New York to attend the annual meeting of the Board of Directors of the National Association of Broadcasters.

Aaron Campbell's Mountaineers, now to WLAC, Nashville.

Davis Ross included when "Poet's Gold" returns to WLAC.

The "Poet's Gold," now in their third year over WLAC, Nashville, are now being heard on a revised schedule, appearing at 8:30 on Tuesday nights, rather than 7:30 as in the past.

Georgia

Robert Armstrong, formerly with WRDW, has replaced Marion Bragg, resigned, on WMAZ's Macon, staff of announcers.

Robert (Red Cross) Crowther now on a general assignment with WMAZ.

WMAZ Macon studios are being given a complete redecoration. Station has been in its present quarters two years.

Of the 106 clients that were on the WMAZ, Macon, books during April only 20 came under the heading of newcomers.

North Carolina

Aunt Sally (Mrs. Pasco Powell), of the Foremost Kiddie Club, sponsored by the Foremost Dairies over WSOB, Charlotte, N. C., took several of her act performers and presented a program before the weekly luncheon of the Charlotte Junior Chamber of Commerce. She was aided by Ed Harris, WSOB pianist.

A hobby shop, sponsored by the Asheville, N. C., Rotary Club, is

being built up over WWNC, of that city. Members of the Rotary committee handle the broadcasts.

Doris Terry Andrews, of the Andrews Sisters duet, appearing on the past several months over WBT, Charlotte, N. C., has gone to WSOB, same place, where she has been given two 15-minute programs a week. She sings hot blues. Mary, the other half of the sister act, continues at WBT.

Capitol

Harold Gray, local CBS announcer, and Patricia Ickler, secretary in local Fox Film Exchange, tied the knot in Baltimore May 1.

Sidney Ten Eyck, former NBC in N. Y., now doing gag announcing for WRC and WMAL, local NBC outlets.

Ted Church, ex-Washington head for CBS News Service, given title of Assistant to Vice-President Belows who heads Capital CBS office. Church handles net stuff out here.

Arch MacDonald, formerly with WDCB, doing sports for WJSV.

Grace Shannon, major domo of "Three Molds on a Mile," will forget all work with marriage June 1.

WJSV has put studio-controlled song in Arthur Godfrey's apartment to wake him for early program. Lines run to Mike besides his bed.



COLUMBIA BROADCASTING SYSTEM
Presents
LEON BELASCO
MON., FRI., WED., 12 MIDNITE
Cast-to-Coast
St. Morris Hotel, New York, Nightly
Sole Direction NERMAN BERNIE
1019 Broadway, New York

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC
SUNDAY, 2:30 p. m.-5 p. m.
WEAF
WED.
8:30 p. m.-11 p. m.

Isham Jones Orchestra
COMMODORE HOTEL
NEW YORK
Tuesdays, Thursdays and
Fridays, 11:30-12 P.M.
Saturdays, 11-11:15 P.M.
coast to coast, WABC
Direction
Columbia Broadcasting System

"The Singing Lady"
IRENE WICKER
4th Year for W-K-Kallaghs Co.
All Material by Irene Wicker
Made by ALAN GRANT
N.B.C.—WJZ 5:30 Daily

RAY PERKINS
Palmer House Cushman's Sons
CHICAGO BAKERS
NBC WOR
Direction SEDLEY BROWN

HENRY BUSSE

AND HIS MUSIC
NOW
CHEZ PAREE
Chicago
Broadcasting Wly CBS

THE GREEK AMBASSADOR
OF GOOD-WILL

GEORGE GIVOT

LOEW'S DELUXE THEATRES
also
Fleischmann Hotel, Thurs., May 17
Sole Direction
HERMAN BERNIE
1019 Broadway, New York

"Radio's Favorite Mimic"

ARTHUR BOURAN

APPEARING NIGHTLY
PARK CENTRAL ROOF
Impersonating Stars of the Stage,
Screen, Radi., Night Club and
Political Life

EMERSON GILL
AND HIS ORCHESTRA

CLEVELAND NBC
WTAM
Nightly
Monday
Friday
Saturday
1 P. M.

GLADYS RICE

FEATURED SOLOIST
PACKARD HOUR
Monday, May 21
WJZ, 10 P. M., EDS7
Exclusive Management
George E. Dwyer, Inc.
RKO Building, New York City

Joe Parsons

Radio's Low Voice
SINCLAIR MINSTREL
Every Monday, 8 P. M., N.B.C.
CHICAGO

But One Holdover Orchestra in Frisco's Changing Music Scene

San Francisco, May 14. By the end of the month every major dine-dance spot in Frisco, with the exception of the Palace hotel, where Tom Coakley's band is tooting, will have changed its music.

Newest shifts were put through by Bill Stein of MCA this week, when he sold Kay Kyser to the Miramar hotel, Santa Monica, for a June 7 opening, and set Happy Felton's band to succeed Kyser at the Bal Tabarin. Felton opens at the Bal May 29.

Same night—May 29—Carol Lofner's band opens at the St. Francis hotel, succeeding Gus Arnheim, who moves to the Cocoanut Grove, Los Angeles. Arnheim follows Ted Fio-Ritto, who is going on the road for 10 weeks under the MCA banner.

Lido, North Beach night club, has Val Valentine's band on notice, and no successor yet named. Mark Hopkins hotel has the new Griff Williams-Jim Walsh band, one of the first local combos to play a class hotel here in some time. They followed Jay Whidden's bunch.

Leo Seagrath's band is new at the Kit Kat club, ex-Cog O'or; Niles Kliney's musical crew is new at the Edgewater Beach club, and several minor changes are taking place, or have taken place in the more or less nuderecover spots.

EASTERN DANCE BANDS FEAR L. A. SUMMER

Los Angeles, May 14. Eastern dance bands do not want to take a chance in Los Angeles during the summer. Ambassador hotel, for its Cocoanut Grove, has been trying to get several New York orchestras to follow Ted Fio-Ritto and has Eddie Duchin booked, but he asked that his time be set back until fall.

Summer situation on the Coast in the past has been yes and no. Ted Lewis once fitted in for a couple of weeks during the heat. Abe Lyman was always a good summer draw and the Gus Arnheim outfit also played to some big Grove business during the warm period.

SECRET AMBITION

Wealthy Hotel Guest Pays to Conduct Orchestra

Minneapolis, May 14. Ritz Hotel Spanish Village night club has a wealthy guest, who stands in front of the band with a battered drum stick for a baton and directs from two to five hours at a stretch two to four nights a week.

He pays the boys in the band for the privilege, admits he can't read a note of music, says he always has had a craving to lead an orchestra, and this is his first chance.

ASCAP Sues Va. House

Lynchburg, Va., May 14. Another ASCAP suit has been filed in United States district court, this time naming the Schoolfield theatre, Schoolfield, Va., as defendant and seeking \$250 for alleged unauthorized use of Irving Berlin's 'Say It Isn't So.'

Gene Buck filed the suit, and process was served on Leonard L. Lea, of Danville, operator of the house.

Leon Robin and Lewis Gensler writing the tunes for Paramount's 'Her Master's Voice' on the Coast.

Boston's 'Best Bet' SAMMY LINER and His Orchestra

appearing in the Hub at the Broadway and broadcasting three times a week. His song features are:

"I'VE HAD MY MOMENTS"
"ALL I DO IS DRINK OF YOU"
"A THOUSAND GOOD NIGHTS"
"NIGHTIE"
"HOT DODGE AND GASPARELLA"

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

Chas. Stock Divorced

Milwaukee, May 14. Charles Stock, orchestra leader currently playing in Kansas City, will find himself a single man again when he arrives in his home town, Milwaukee.

Mrs. Jean Wagner Stock obtained a divorce from Stock in Circuit court here, charging him with using profane language and associating with other women. Mrs. Stock asked no alimony. Court permitted the wife to re-assume her maiden name.

Torontoites Warm Up Razoo Again Over Pulitzer Music Award

Toronto, May 14. After the laughable police censorship here of Sherwood's 'Reunion in Vienna,' and following Raymond Massey's blast against his home town reviewers for their 'moronic reception' of 'The Shining Hour,' the Faculty of Music of the University of Toronto is the latest target for civic chuckles as the result of the awarding of the Pulitzer prize for music to Percival Price of this city, for his 'Symphony of the St. Lawrence' after the university judges, headed by Dr. Ernest MacMillan, conductor of the Toronto Symphony Orchestra, had turned down the composition on the grounds it was dull, immature and had no beauty.

With the exception of MacMillan, the university board of judges refuses to comment. MacMillan abides by his first decision regarding the Canadian's composition. Press is playing up the issue, and professional singers and musicians, some with international reputations but now residents of Toronto, are ridiculing Toronto's 'small-town standards of culture,' charging that musical recognition is controlled by a 'clique whose members have never been out of the city.'

Divot Diggers Dance In Stymied Golf Club

Lynchburg, May 14. Golf by itself doesn't pay, Oakwood Country club has learned, so the clubhouse is being turned into a dining and dancing spot. Sanford Heard, who has leased the building, plans to install an orchestra and floor show.

Club was a popular society spot until the city grew completely around it, and a rival club, located farther out, has been snatching its members.

Under new policy, the club will continue to operate the golf course, publicly, but will emphasize the cabaret clubhouse.

MUSIC NOTES

Morton Downey goes into the Chez Paree, Chicago, next Monday (21) for four weeks with an option.

Dave Bernie's band placed by his brother Herman, in the Nautilus Beach Club, Atlantic Beach, L. I., for the summer.

Irwin Dash, during his recent visit here, placed with Robbins Music Corp. 'Serenade for a Wealthy Widow,' 'Bit,' 'Garden of Weeds,' 'Bereavement for an Unwanted Child,' and 'The Duke Insists.' Felist took 'Because It's Love,' 'Santly Bro,' 'That's Why I Need You Tonight,' and 'Harms, Inc.,' 'Gosh, I Must Be Falling in Love.'

Arthur Schwartz, Coast rep for Witmark, due in New York next week for a vacation stay. Will be his first trip East in five years.

Cato's Vagabonds has shifted from the Hotel St. Paul, St. Paul, to the Schroder, Milwaukee, with a release over WTJM daily.

Folio tagged 'Billy Hill's' American Home Songs' has been issued by Shapiro, Bernstein.

Bob Grant's unit opens at the Mounds club, St. Louis, June 1.

Most Played on Air

familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week:

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

TIT	WEAF	WJZ	WABC
Riptide.....	29		
1,000 Good Nites.....	27		
Love Go Wrong.....	24		
Little Man, Busy Day.....	23		
Beat O' My Heart.....	23		
Cocktails for Two.....	21		
Love Thy Neighbor.....	20		
True.....	20		
I Ain't Lazy.....	19		
Play to Me Gypsy.....	19		
Do I Know Sunday.....	16		
Had My Moments.....	16		
Nite on the Desert.....	16		
Easy Come, Easy Go.....	16		
Reminds Me of You.....	16		
House Is Haunted.....	14		
Waitin' for Katy.....	14		
Old Water Mill.....	14		
Ill Wind.....	14		
Loves My Marguerite.....	13		
Goodnight Lovely Lady.....	13		
Nasty Man.....	13		
My Shawl.....	12		
Mademoiselle.....	12		
Touch Your Hand.....	12		
Your Love.....	12		

Ct Scores Counsel, Refuses Mayer's Request of MDS

Max Mayer's request for a bill of particulars in the injunction proceedings brought against him by the Music Dealers Service, Inc., was turned down by Justice Carew in the New York Supreme Court last week. Jurist, however, stipulated that the information sought be supplied Mayer when the case comes to trial. Date for airing of the complaint will be set today (Tuesday).

In his memorandum on the petition for a bill of particulars, Justice Carew took Mayer's counsel to task. Court averred that in view of the previous litigation between the two parties it would seem that Mayer was aware of the MDS claims, and that in its opinion a large part of these particulars were requested in bad faith, and also that many of the demands were wholly improper.

Justice Carew added that Mayer can be sure he will be protected from undue surprises during the injunction trial. Latter will not be by jury.

Eddie Laughton, former m.c., has organized a band and is current at the Greystone Gardens, Detroit. Band numbers 15, including male and female singer. Handled by Charlie Horvath.

MCA's 2d Deal with GM Entails 61 Bands, \$100,000, to Play 1-Wk. Exhibits

Coast Bands Get Spots

Los Angeles, May 14. Kay Kyser's orchestra goes to Miramar hotel, Santa Monica, June 7.

Ed. J. Patrick's orchestra will replace Hal Grayson at the Del Mar, Santa Monica, May 19.

Both orchestras remote over KPWB, Hollywood.

National Association of Sheet Music Dealers will devote their annual convention, slated for June 4 to 6, at the Roosevelt, New York, to consideration of the adoption and administration of a code of fair competition under the NRA.

SPA Wants to Attach ASCAP Funds In Royalty Litigations With Pubs

EMPLOY 600 MUSICIANS

Cal. Relief Takes 'Em On in Parks at 50c Per Hour

Los Angeles, May 14. Approximately 600 unemployed musicians, affiliated with Musicians' Protective local 147 here, and around 175 actors, technicians and others identified with all branches of the stage, will be given temporary employment starting this week, provided through the State Emergency Relief Administration.

Men and women will be employed 24 hours weekly, at 50c per hour, in Little Theatres, playgrounds, public works camps, etc., in various spots in Los Angeles county.

30% Deduction Rule May Be Eliminated At AFM Cleve. Conv.

Elimination of the rule requiring a traveling band to collect 30% above local scale will be recommended to the American Federation of Musicians' convention, slated for Cleveland next month. Move will come from the heads of the international union.

Strong opposition to the proposal is anticipated from the delegates representing the New York City local, which, in the past two years, has been especially active in enforcing the 30% provision on visiting units.

Under the international's rule, traveling bands must deposit with the A.F.M. treasurer 30% of the salaries collected on such engagements. Eventually this money is returned to the bands, providing there are no local taxes to be deducted.

Frisco's Jobless Musicians See State Relief Uncertain

San Francisco, May 14. Although the State Emergency Relief Administration is supposed to have an ample budget to aid unemployed musicians among other citizens, officials of Local No. 6, Musicians' Union, don't expect much help from that source for the several hundred unemployed musicians.

Union execs state that the allotment as set up by the SERA for musicians is \$12 per month for a single man and \$36 per month per man with wife and four children. But even that has been impossible to secure for any members, since SERA officials still don't seem to have full knowledge of the setup of their relief organization.

Detroit 'Wonder Bar'

Detroit, May 14. John Buckheimer, former manager of Luigi's here, is opening his own shop on Washington Blvd. and is calling it the 'Wonder Bar.'

Spot is located between the Book Cadillac and Statler hotels and expects to make a play for the hotel business.

Songwriters' Protective Association is demanding that its members be allowed to attach the funds of the American Society of Composers, Authors and Publishers for royalties overdue them from publishers. Writers allied with the SPA want their present standard contract with the publishers rewritten, and a clause making the ASCAP treasury a party to the obligation inserted into the revised document.

SPA officials feel that the only way they can restrain the minor pubs from the practice of stalling the writers on royalties due them, or attempting to settle for so many cents on the dollar, would be by involving the society in the deal. Through the clause sought by the writers, they would be free to bring charges against delinquent publishers before the ASCAP directorate, and ask that the payoffs be made from the coin due these publishers on the quarterly ASCAP split.

Writers contend that, as far as the society's jurisdiction is concerned, they are covered by Article 1 of the ASCAP constitution and by-laws. This article, which details the purposes of the society, provides for the arbitration of differences arising between members.

Bridgeport Local Gets Tough; WICC Loses Free Music

Bridgeport, May 14. No paying, no playing. Bridgeport musicians' local served notice on WICC, Yankee webber here, that it will no longer grant permission to its member bands and instrumentalists to perform without pay. Means the Ferd LeJeune, Will Harrison, Marge Hull, Bob Weller, Al Christie and other leaders are off the station's timetables, spots being filled wherever possible by sustaining bands from Shepard headquarters in Boston, and CBS in New York. Network is associated with latter.

Up to now WICC has paid no money for home-town sustaining music, the Bridgeport local being credited with special permission in each program. Understood order to pay up, or else, came after word from union headquarters in New York.

Possible way out for WICC seems to be a paid studio orchestra, which it has never had.

Original Mss. Figured to Bring 5G at SPA Benefit

Songwriters Protective Association has sold around \$3,750 worth of tickets for the benefit it's tossing for the Authors League Fund. Affair will be held at the Casino de Paree the night of May 22.

Writers figure to garner around \$5,000 from the sale of original manuscripts contributed by Ray Henderson, Irving Berlin, Richard Rogers, Sigmund Romberg, George M. Cohan, Ferde Grofe, Deems Taylor, Jerome Kern, Billy Hill, Harold Arlen, and the estates of Ethelbert Nevin and John Philip Sousa.

One collector last week \$2,000 for the set.

All-Victor Show

WKBB, East Dubuque, Ill., has signed up the Rhomburg Fur Co., Dubuque, Iowa, for a unique program that will go on the air Tuesday, Thursday and Saturday afternoons at 1 o'clock. Only music of Victor Herbert will be heard in the present series and will depict many historic incidents in the life of the composer together with reminiscences regarding Victor Herbert.

MONTCLAIR REOPENS

Remodelled and enlarged, the Hotel Montclair, Montclair, N.J., opens for the season tomorrow (Wednesday) with Harold Stern and orchestra, Mario and Florio, Rosita Ortega, Bill Smith and the Promenaders on the show.

A mammoth orchestra will alternate with Stern for dancing in addition to playing in the adjacent Sky Terrace cafe, which will have an open air bar.

MDS CONFUSION HURTS APRIL SALES

music business trudged wearily through the month of April without a single smash number bobbing up to give it a helping hand. Added to the plight of the retailer was the confusion of discounts and return terms that resulted from the blowup of the Music Dealers' Service, Inc. Publishers, Maurice Richmond and scores of jobbers flooded the dealer with circulars offering a wide diversity of selling conditions, so that he had two things to bedevil him—the sad state of counter turnover, and from what source to buy what music he had to have.

Though 'Wagon Wheels' (Shapiro, Bernstein) led the list for April, it showed anything but smash prodivities. There were days when 'Old Spinning Wheel', coming from the same publishing firm, was out-selling by a substantial margin. The number that steadily continued to build solidly through the past month was 'Old Dutch Mill' (Select). At the turn into May this tune had amassed close to 200,000 sheet sales. Indications are that it will widge over the 300,000 level.

Among the other comparatively solid sellers in April were 'A Thousand Good Nights' (Robbins), 'True' (Santley Bros.), 'The House Is Haunted' (Donaldson), 'Carrioca' (T. B. Harms), 'She Reminds Me of You' (DeSylva), 'Neighbors' (Egan) and 'Nasty Man' (Fox). 'Why Do I Dream Those Dreams?' (Witmark) was moving up fast toward the finish of April with 'A Thousand Good Nights' close behind.

Mechanical field buzzed along nicely through April. The pickup was slight but ample enough to bring on that optimistic glow. Bing Crosby held the second, third and fourth places on Brunswick's best selling table. Fred Astaire popped into ace favor for Columbia and a Ray Noble orchestration, with Jack Johnson doing the vocals, took top rating with Victor.

Chicago.

Annual spring slump is in, with the entire music catalog feeling the slowing down due to the warmer weather. They're taking to the open road and haven't much time for the tinkle-box or the phonograph. It has been an excellent winter season, however.

Other than the six headliners in the music field the runners-up are 'Carrioca' and 'You Ought to Be in Pictures'. Surprising to the music men is the click of 'Carrioca', which is a tune difficult for the ordinary player. In the past the music biz has found that no matter how good a tune it never got across the counter if it was difficult. 'Carrioca' is proving an exception to that rule. 'Dutch Mill' is a sure click and riding fast. 'Smoke Gets in Your Eyes' makes another recent exception to the rule.

Crosby grabs all the noise in the record biz by taking four of the leading positions in the Brunswick catalog.

Leaders

Los Angeles. Irving Crosby recording led the Brunswick list for southern California distribution during April, with 'Little Dutch Mill' topping sales by a comfortable margin in all three platter divisions. Demand off somewhat, probably due to advent

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING APRIL BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORY

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
BONG—No. 1	'Wagon Wheel'	'Little Grass Shack'	'Little Dutch Mill'
BONG—No. 2	'Little Dutch Mill'	'Id Spinning Wheel'	'Old Spinning Wheel'
BONG—No. 3	'Old Spinning Wheel'	'Wagon Wheels'	'Little Grass Shack'
BONG—No. 4	'Little Grass Shack'	'Little Dutch Mill'	'Why Do I Dream Those Dreams?'
BONG—No. 5	'Boulevard of Broken Dreams'	'Piggie Went to Market'	'Nasty Man'
BONG—No. 6	'Why Do I Dream Those Dreams'	'Boulevard of Broken Dreams'	'Good Night, Lovely Lady'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Champagne Waltz', 'House Is Haunted' (Glenn Gray and Casa Loma Orch.)	'Little Dutch Mill' (Bing Crosby)	'Little Dutch Mill' (Bing Crosby)
BRUNSWICK—No. 2	'Good Night, Lovely Lady', 'Once in a Blue Moon' (Bing Crosby)	'She Reminds Me of You' (Bing Crosby)	'Good Night, Lovely Lady' (Bing Crosby)
BRUNSWICK—No. 3	'May I?' 'She Reminds Me of You' (Bing Crosby)	'Good Night, Lovely Little Lady' (Hal Kemp Orch.)	'Little Grass Shack' (Ted Fiorita Orch.)
BRUNSWICK—No. 4	'Love Thy Neighbor', 'Ridin' Around in the Rain' (Bing Crosby)	'Good Night, Lovely Lady' (Bing Crosby)	'May I?' (Bing Crosby)
BRUNSWICK—No. 5	'Good Night, Lovely Little Lady', 'She Reminds Me of You' (Hal Kemp Orch.)	'Love Thy Neighbor' (Bing Crosby)	'Man on the Flying Trapeze' (Bing Crosby)
BRUNSWICK—No. 6	'Jungle Fever', 'I Found a New Baby' (Mills Bros.)	'You Oughta Be in Pictures' (Guy Lombardo Orch.)	'You Oughta Be in Pictures' (Guy Lombardo Orch.)
COLUMBIA—No. 1	'Music Makes Me', 'Flying Down to Rio' (Fred Astaire)	'Carrioca' (Enric Madriguera Orch.)	'You Oughta Be in Pictures' (Little Jack Little)
COLUMBIA—No. 2	'Orchids in the Moonlight', 'Carrioca' (Enric Madriguera Orch.)	'You Oughta Be in Pictures' (Little Jack Little)	'Carrioca' (Enric Madriguera Orch.)
COLUMBIA—No. 3	'You Oughta Be in Pictures', 'Nothin' But the Best' (Little Jack Little)	'Tear It Down' (Clyde McCoy Orch.)	'Little Grass Shack' (Ben Pollack Orch.)
COLUMBIA—No. 4	'Beale Street Blues', 'Basin Street Blues' (Benny Goodman Orch.)	'Play to Me, Gypsy' (Henry Hall Orch.)	'Wagon Wheels' (George Olsen)
COLUMBIA—No. 5	'Alone on the Range', 'Play to Me, Gypsy' (Bon 'Pollock' Orch.-Henry Hall Orch.)	'Basin St. Blues' (Benny Goodman Orch.)	'Emaline' (Benny Goodman Orch.)
COLUMBIA—No. 6	'Great American Tourist', 'Sing Sing Isn't Prison Anymore' (Yacht Club Boys)	'Serenade of a Wealthy Widow' (Reginald Foreythe Orch.)	'Smoke Gets in Your Eyes' (Emil Coleman Orch.)
VICTOR—No. 1	'Who Walks in When I Walk Out', 'Play to Me, Gypsy' (Ray Noble Orch.-Jack Johnson)	'She Reminds Me of You' (Eddie Duchin Orch.)	'Ill Wind' (Eddie Duchin Orch.)
VICTOR—No. 2	'Ill Wind', 'As Long As I Live' (Eddie Duchin Orch.)	'Neighbors' (Isham Jones Orch.)	'Little Dutch Mill' (Don Bestor Orch.)
VICTOR—No. 3	'Hold My Hand', 'Nasty Man' (Rudy Vallee)	'Ill Wind' (Eddie Duchin Orch.)	'May I?' (Eddie Duchin Orch.)
VICTOR—No. 4	'Wagon Wheels', 'If I Love Again' (Paul Whiteman)	'You Oughta Be in Pictures' (Rudy Vallee)	'You Ought to See Sally on Sunday' (Ray Noble Orch.)
VICTOR—No. 5	'Long About Midnight', 'Jitter Bug' (Cab Calloway Orch.)	'Roberta' Selections (Pray and Braggiotti)	'Why Do I Dream Those Dreams?' (Eddie Duchin Orch.)
VICTOR—No. 6	'Thousand Good Nights', 'Little Dutch Mill' (Don Bestor Orch.)	'Little Dutch Mill' (Don Bestor Orch.)	'You Oughta Be in Pictures' (Rudy Vallee)

of hot weather, which sent buyers to the beaches and outdoor spots.

'Old Spinning Wheel' and 'Little Grass Shack' dropped a notch behind 'Dutch Mill' in the sheet music sales, though still more than holding their own. Other three leaders were 'Why Do I Dream Those Dreams?', 'Nasty Man' and 'Good Night, Lovely Lady'.

Also in the running were 'Thousand Good Nights', 'Waiting at the Gate for Katy', 'Wagon Wheels' and 'Carrioca'.

Little Jack Little orchestra's recording of 'You Oughta Be in Pictures' led the Columbia platters, and Eddie Duchin records continue in big demand on the Victor list.

AARONSON, GABER SET

Los Angeles, May 14. Irving Aaronson and his Commanders orchestra open a seven weeks' engagement tomorrow night (Tuesday) at the Casino, Santa Catalina island. Combo comes here from St. Louis.

Jan Garber orchestra follows Aaronson July 15 for eight weeks.

Jack Mills has acquired the American rights to two Irwin Dash publications, 'Strange' and 'Who's Going to Take You Home Tonight'.

All Gals Must Hostess In Detroit Nite Spots

Detroit, May 14.

Shows booked into local night clubs include a must on gals sitting with the customers. Several acts were cancelled here last week as they felt the table work too degrading.

Most spots have entirely eliminated hostesses, with the line girls and principals called on to do the hospitality work.

Gals get nothing extra for either drinking or steering. With the spots insisting on the acts and girls staying sober the situation is that much worse.

'Drunkard' in Philly

Philadelphia, May 14.

Walton hostelry, which has been the Philly popular spot for the last couple of years, has joined with Samuel Nixon-Widinger to produce something new in nite clubs locally.

Idea calls for an auditorium and open-air cafe to commence June 1, after the whole first floor of the hotel has been remodeled. Running in conjunction with the sidewalk affair will be the initial Philly offering of 'The Drunkard'. Cast of the show is being set now, with an unpublished book being penned by T. D. Wilson.

Place will be called the American Garden and will seat about 400.

Lombardo in Waldorf

Chicago, May 14.

Guy Lombardo orchestra opens at the Waldorf-Astoria hotel in New York on June 14.

Will attack through the summer season.

Night Club Reviews

Dorchester, London

London, May 2.

There is little doubt the Midnight Follies from N. T. Granlund's Paradise Club, produced here by Cliff Whitley at the Dorchester, will be voted the brightest and most successful show yet produced here. In addition to Sunny O'Dea, Marguerite and Leroy, Wanda Allen, Edith Roak, Fay Carroll and the show girls and dancers, Naughton Wayne acts as master of ceremonies. He is very gifted in this direction and came prepared with a choice line of witty chatter.

Midnight Follies has now become an accepted part of London's night life. Since last October more than 50,000 people have visited the Dorchester restaurant to see these shows. Usually running 45 minutes this one carried on, without any encores, for a full hour. It has been gorgeously produced with requisite lighting effects and daintily up-powened. Fast improvement is the installation of a platform for the entertainment, raised to the height of a boxing ring, which enables the spectators to see clearly from every seat at every table.

An importation from the Paris shows is the absence, in one number, of brassieres, to which there was no apparent objection on the part of the spectators.

Whole show was a continuous wow but the outstanding hit, altogether different from the undraped females, was Marguerite and Leroy with their ballroom dancing. They bring to mind Mable and Walton. Leroy is a cross between Maurice and Valentino and probably a better dancer than either.

N. T. Granlund was 'reluctantly' brought upon the stage from the audience by the m.c., and said the place reminded him of his Paradise Club. He added that he personally recognized 80 people at the tables. Clifford Whitley will not find it necessary to look for a successor to the present cabaret for some time to come.

COLUMBIA GARDENS

Portland, Ore., May 14.

Portland's newest place of entertainment, the Columbia Beer Gardens, is presenting something new and different to fun seekers. The gardens are in the building formerly known as the Columbia theatre.

Main floor seats have been removed and a hardwood floor laid. Tables and chairs are in place in the front of a house, nearest the stage, and padded benches and tables are in the rear. Paintings have been placed on the walls and drapery of Spanish shawls have been tastefully arranged throughout the room.

Entertainment for patrons is varied. A long bar has been placed on the south end of the building, where beer and sandwiches are available. On the north side is a space reserved for the 11-piece orchestra directed by Harry Linnah. The organ has been put in shape and Arlington Latty, formerly organist at the Paramount, has been engaged.

At the preview opening, the orchestra presented a symphonic arrangement. Then came the dancers and singers, headed by Victor Alfaro, tenor, who presents operatic and classical numbers. In addition he presented the 'Carrioca', with Barbara Weeks and Bonnie Granger as his partners.

Other entertainers include the Singing Waiters, formerly with the American theatre. This quartet, composed of Frank Confer, Bill Baradenelli, Gil Van Alst and Tom Jackson, took most of the applause at the preview.

A new daylight screen has been installed, on which is featured short subjects. The gardens will present no full length films, but will cater with comedies and shorts. Screen is the only one of its kind in the Pacific Northwest. Management has installed a cooling system and equipped a cooler room that will hold 80 barrels of beer.

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